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Filing date: **01/22/2013**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91178682
Party	Plaintiff Franciscan Vineyards, Inc.
Correspondence Address	JOHN M RANNELLS BAKER AND RANNELLS PA 575 ROUTE 28, SUITE 102 RARITAN, NJ 08869 UNITED STATES jmr@br-tmlaw.com, officeactions@br-tmlaw.com, k.hnasko@br-tmlaw.com, s.baker@br-tmlaw.com
Submission	Testimony For Plaintiff
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Signature	/John M. Rannells/
Date	01/22/2013
Attachments	91178682.pdf (95 pages)(4804977 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

-----X
Franciscan Vineyards, Inc.

Opposer

Mark: DOMAINE PINNACLE and
design

v.

Opposition No. 91178682

Serial No.: 78783236

Domaine Pinnacle, Inc.

Applicant
-----X

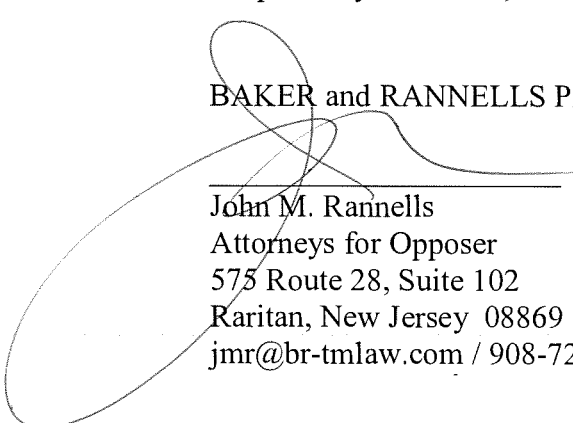
**COMBINED NOTICE OF FILING OF TESTIMONY TRANSCRIPT AND EXHIBITS
and NOTICE OF SERVICE OF TRANSCRIPTS AND EXHIBITS**

Pursuant to 37 CFR 2.122(f) Opposer, Franciscan Vineyards, Inc., hereby files the trial testimony of Louis Applebaum, taken on December 13, 2012 along with the corresponding exhibits 1-98 (all attached hereto).

The undersigned hereby certifies that a copy of this document and the referenced testimony transcript and exhibits was served upon the Applicant this 22nd day of January, 2013 via first class mail postage prepaid to the following address: Charles Crawford, Domaines Pinnacle, Inc., 150 Richford Road, Frelighsburg, QC J0L 1C0, Canada.

Respectfully submitted,

BAKER and RANNELLS PA



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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

FRANCISCAN VINEYARDS, INC.,

Opposer,

v.

DOMAINE PINNACLE, INC.,

Applicant.

Mark:

DOMAINE PINNACLE

and design

Opposition No.

91178682

Serial No.:

78783236

Trial Testimony in the Above-Titled Matter of:

Louis Applebaum

**Certified
Transcript**

Location: Constellation Brands, Inc.
207 High Point Drive, Building 100
Victor, New York 14564

Date: December 13, 2012

Time: 2:00 p.m.

Reported By: Maria A. Wolczyk, CSR, RPR, CRR
Alliance Court Reporting, Inc.
183 Main Street East, Suite 1500
Rochester, New York 14604

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A P P E A R A N C E S

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Appearing on Behalf of Opposer:

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John M. Rannells, Esq.

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P R O C E E D I N G S

THURSDAY, DECEMBER 13, 2012;

(Proceedings in the above-titled matter
commencing at 2:20 p.m.)

* * *

LOUIS APPLEBAUM,

called herein as a witness, first being sworn,
testified as follows:

MR. RANNELLS: This is a proceeding before
the United States Trademark Office, Trademark Trial
and Appeal Board. The proceeding number -- opposition
number is 91178682, and it is entitled Franciscan
Vineyards, Inc. versus Domaine Pinnacle, Inc.

Our firm represents the Opposer in this
case, Franciscan Vineyards, Inc.

There were three depositions noticed for
today: Namely Lou Applebaum, Ron Fondiller and
Charles Crawford.

Mr. Crawford is the owner of the Applicant
in this case, the defendant. I have previously spoken
with Mr. Crawford and also corresponded with him to
advise him that today only one of the officers of
Franciscan or Constellation, which is the parent
company of Franciscan, would be testifying today and
that will be Mr. Applebaum. The reason given was that

1 LOUIS APPLEBAUM - BY MR. RANNELLS
2 only one of them would be available on today's date.

3 As I said, Mr. Crawford is the owner
4 of the Applicant, and he is appearing in this case
5 pro se, and as the Correspondent of Record at the
6 Trademark Trial and Appeal Board.

7 Mr. Crawford is a Canadian resident.
8 During a prior conversation he advised that he may
9 appear today for the testimony deposition of Mr.
10 Applebaum or Mr. Fondiller. Since he was to be in the
11 United States for the purpose of the testimony
12 depositions, I served him with a notice of taking his
13 testimony, and that was noticed for today also.

14 He advised me on the 11th of December that
15 he would not be attending the testimony deposition
16 today. So he is not here.

17 EXAMINATION BY MR. RANNELLS:

18 Q. Good afternoon, Mr. Applebaum.

19 A. Good afternoon.

20 MR. RANNELLS: I'm going to ask the
21 reporter to mark the first document as Exhibit 1.

22 (The following exhibit was marked for
23 identification: EXH Applebaum 1.)

24 Q. Mr. Applebaum, I'm showing you what's been
25 marked as Opposer's Exhibit 1, ask if you've ever seen

1 LOUIS APPLEBAUM - BY MR. RANNELLS

2 this before?

3 A. Yes, I have.

4 Q. Could you please describe what it is?

5 A. This is my request to be here today for
6 this deposition.

7 Q. Thank you.

8 Mr. Applebaum, would you please describe
9 your educational background after high school?

10 A. I went to college at the University of
11 Rochester in 1990. I graduated with an economics
12 degree in 1994. I went directly on to get my MBA from
13 the Simon School of Rochester and graduated there in
14 1995.

15 Q. And would you please describe your
16 employment history from graduate school on?

17 A. In 1994 while I was in graduate school
18 I started at Canandaigua Wine Company, which is now
19 Constellation Brands.

20 Q. Excuse me. Do you mean Constellation
21 Brands, Inc.?

22 A. Constellation Brands, Inc.

23 Q. Okay. It might be easier in going forward
24 if, instead of having to say the whole thing, we could
25 just say Constellation Brands, that would be fine.

1 LOUIS APPLEBAUM - BY MR. RANNELLS

2 A. Okay.

3 Q. How long did you work at Canandaigua Wine
4 Company?

5 A. For six years.

6 Q. And what was your position at that time?

7 A. I started at the company as a market
8 analyst.

9 Q. And what were your duties and
10 responsibilities as a market analyst?

11 A. As a market analyst, I was in charge of
12 looking at competitive analysis using third party
13 scanner data or other research means to understand how
14 our products are positioned in the market relative to
15 competitors' and what's going on with the competitive
16 landscape.

17 Q. Okay. Was this geographic in nature?

18 A. At the time it was primarily about the US
19 market.

20 Q. And was that your position throughout the
21 six years that you were at Canandaigua?

22 A. No, I moved -- from a market analyst after
23 a few years I went into sales, and I was relocated to
24 Dallas and covered or called on large grocery store
25 chains like Walmart, Kroger, HEB. And I did that for

1 LOUIS APPLEBAUM - BY MR. RANNELLS

2 a little over a year, and then I was relocated back to
3 Rochester in marketing, and I was marketing some of
4 the premium wines of Canandaigua Wine Company.

5 Q. Okay. And after you left Canandaigua Wine
6 Company, where did you go?

7 A. I went to the Tiffen Company, which is a
8 camera optics organization that produced and marketed
9 camera filters, lenses, bags, tripods, et cetera.

10 Q. And what was your position there?

11 A. I was the global marketing manager on
12 their lenses and filter lines.

13 Q. And what were your responsibilities and
14 duties as global marketing manager?

15 A. I had full P&L responsibility for those
16 lines of products within the company.

17 Q. By P&L you mean profit and loss?

18 A. Profit and loss, correct.

19 Q. Thank you.

20 And where were you employed after Tiffen?

21 A. After Tiffen I went to Bausch & Lomb, and
22 there I was the senior marketing manager for contact
23 lenses in the US market.

24 Q. Do you recall what period of time this
25 was?

1 LOUIS APPLEBAUM - BY MR. RANNELLS

2 A. This was 2001 to 2004.

3 Q. And what were your responsibilities and
4 duties there?

5 A. Very similar to Tiffen, I had full line
6 responsibility, which included profit and loss.

7 Q. And where were you employed after
8 Bausch & Lomb?

9 A. After Bausch & Lomb I returned to
10 Constellation Brands as the vice president of business
11 development.

12 Q. Okay. And when you say
13 Constellation Brands, could you describe for us what
14 Constellation Brands is?

15 A. Constellation Brands is the world's
16 largest premium wine company. Also the leading beer
17 importer in the US through a joint venture with
18 Grupo Modelo and a leading spirits manufacturer and
19 distributor.

20 Q. And can you name some of the brands that
21 fall under the umbrella of Constellation Brands?

22 A. Some brands would include Robert Mondavi,
23 Estancia, Simi, Jackson-Triggs, Arbor Mist, Corona
24 beer.

25 Q. And are they all owned by

1 LOUIS APPLEBAUM - BY MR. RANNELLS

2 Constellation Brands, Inc., all of the brands?

3 A. No. With respect to the beer business,
4 it's a 50/50 joint venture, so Constellation Brands
5 owns 50 percent of that joint venture called Crown
6 Imports. So Corona is not a wholly-owned brand but a
7 distribution joint venture.

8 And there are a couple of instances where
9 we import and distribute other people's brands;
10 Mouton Cadet is one example in the US. But for the
11 most part, the majority of our brands are
12 wholly-owned.

13 Q. Okay. And are there various divisions or
14 subsidiaries of Constellation Brands?

15 A. Yes. There's a number of divisions or
16 subsidiaries.

17 Q. And could you name some, for example?

18 A. Sure. Could be Franciscan Vineyards,
19 Inc.; Constellation Brands Canada Inc.;
20 Constellation Brands SMO, LLC; Constellation Brands
21 New Zealand.

22 Q. What is the relationship between
23 Franciscan Vineyards, Inc. and Constellation Brands,
24 Inc.?

25 A. Franciscan Vineyards, Inc. is a

1 LOUIS APPLEBAUM - BY MR. RANNELLS
2 wholly-owned subsidiary of Constellation Brands, Inc.

3 Q. Getting back to you returning to
4 Constellation Brands as vice president of business
5 development, what were your duties and
6 responsibilities as vice president of business
7 development?

8 A. I'm in charge of many of the commercial
9 aspects of our mergers and acquisitions. I was also
10 in charge of our sales council and marketing council.
11 And those councils were meant to bring the different
12 divisions' sales groups and different divisions'
13 marketing groups together to share best practices.

14 Q. And is that your current position at
15 Constellation?

16 A. My current position is senior
17 vice president of strategy and business development.

18 Q. And what are your duties and
19 responsibilities in that position?

20 A. So in addition to my business development
21 responsibilities that I had, that I just described,
22 I'm also in charge of helping develop and communicate
23 the company's long-term strategy, which includes our
24 vision, our strategic imperatives, our strategic
25 planning process.

1 LOUIS APPLEBAUM - BY MR. RANNELLS

2 Q. And is advertising and promotion of brands
3 part of those, fall within those responsibilities?

4 A. I'm not responsible for advertising and
5 promotion. But as part of my business development,
6 I am to stay on top of what's going on both
7 competitively and internally.

8 Q. And to do that do you also monitor sales
9 volume of the various brands?

10 A. Yes.

11 Q. And what do you use that information --
12 how do you use that information?

13 A. To identify trends of our products
14 relative to competitive products. To see, you know,
15 where opportunities may exist to improve our position.
16 Or to identify other products for, you know,
17 acquisitions and joint ventures.

18 Q. You mentioned wine holdings, spirits
19 holdings and beer. Do any of the wine holdings
20 manufacture or sell icewine?

21 A. Yes.

22 Q. Okay. Could you name at least the
23 predominant ones?

24 A. The two main ones are Jackson-Triggs and
25 Inniskillin.

1 LOUIS APPLEBAUM - BY MR. RANNELLS

2 Q. And where are they located?

3 A. They're both in Canada.

4 Q. As you know, this case is about the
5 Estancia Pinnacles/Pinnacles Ranches brand.

6 MR. Rannells: I ask the reporter to mark
7 the next exhibit as Exhibit 2. You can put that right
8 over the one that was there before.

9 (The following exhibit was marked for
10 identification: EXH Applebaum 2.)

11 Q. Mr. Applebaum, I'm showing you what's been
12 marked as Exhibit 2. Have you ever seen this, what is
13 depicted on this exhibit before?

14 A. Yes.

15 Q. And could you describe what it is?

16 A. This is a bottle of Estancia Pinnacle
17 Ranches Chardonnay.

18 Q. All right. And would you please describe
19 for the record where the mark Pinnacle appears on the
20 bottle?

21 A. It appears on the front label below
22 Chardonnay Monterey County. And it also appears on
23 the capsule that encloses the cork on the top.

24 Q. Okay. And I note that this is a 2008
25 vintage. Is this, the depiction of the label and also

1 LOUIS APPLEBAUM - BY MR. RANNELLS

2 the foil on the top, the same today with the most
3 current vintages as it was back for this particular
4 vintage?

5 A. Yes.

6 Q. And has that been fairly, fairly
7 consistent?

8 A. Yes.

9 Q. Thank you.

10 As you also know, this proceeding concerns
11 the mark Domaine Pinnacle by a company Domaine
12 Pinnacle, Inc.

13 MR. RANNELLS: I'll ask the reporter to
14 mark the next exhibit, blanket exhibit as blanket
15 Exhibit 3.

16 (The following exhibit was marked for
17 identification: EXH Applebaum 3.)

18 Q. Mr. Applebaum, as part of your job do you
19 keep abreast of holdings of your competitors?

20 A. Yes.

21 Q. And the Applicant in this case, Domaine
22 Pinnacles, Inc. -- or Pinnacle Inc., excuse me, do you
23 consider that to be a competitor?

24 A. Yes.

25 Q. I'm going to show you what's been marked

1 LOUIS APPLEBAUM - BY MR. RANNELLS
2 as Plaintiff's Exhibit 3, ask if you've ever seen it
3 before?

4 A. Yes.

5 Q. Could you please describe what it is?

6 A. This is the Home page of the Domaine
7 Pinnacle web site.

8 Q. All right. Could you just take a minute
9 to look through it and give perhaps a more complete
10 description?

11 A. Below it appears to be the About Us page
12 on the web site. The Products Page on the web site.
13 The Media Center page on the web site. And the Visit
14 Us page on the web site. And the Contact Us page on
15 the web site.

16 Q. Okay. And have you personally visited
17 this web site?

18 A. Yes.

19 Q. To your knowledge, what is the -- what are
20 the products that Domaine Pinnacle, Inc. produces
21 under the Domaine Pinnacle mark?

22 A. They produce an apple-based icewine and a
23 sparkling apple-based icewine.

24 Q. To your knowledge, do they produce any
25 other products bearing the Domaine Pinnacle mark?

1 LOUIS APPLEBAUM - BY MR. RANNELLS

2 A. Although I don't recall the exact name,
3 but they produce an apple-based icewine mixed with
4 brandy, some kind of liquor.

5 Q. And does this exhibit -- to your
6 recollection, is this exhibit representative of the
7 web site for Domaine Pinnacle?

8 A. Yes.

9 Q. Thank you.

10 MR. RANNELLS: I would ask the reporter to
11 mark the next exhibit.

12 (The following exhibit was marked for
13 identification: EXH Applebaum 4.)

14 Q. Are you also familiar with
15 Constellation's web site?

16 A. Yes.

17 Q. I'm going to show you what's been marked
18 as Plaintiff's Exhibit 4, ask if you can describe what
19 this exhibit represents?

20 A. This is the Our Brands section of the
21 cbrands.com web site, which is the
22 Constellation Brands web site.

23 Q. All right. Would you take a minute and
24 just look through it?

25 (There was a pause in the proceeding.)

1 LOUIS APPLEBAUM - BY MR. RANNELLS

2 Q. And what exactly are these screenshots
3 representative of?

4 A. This is screenshots of pages that have
5 hotlinks to our key brands around the world.

6 Q. And is it a fairly accurate list of all of
7 the holdings of Constellation Brands, or at least some
8 of them?

9 A. Yes.

10 Q. Thank you.

11 MR. RANNELLS: I ask the reporter to mark
12 the next exhibit.

13 (The following exhibit was marked for
14 identification: EXH Applebaum 5.)

15 Q. I'm showing you what's been marked as
16 Plaintiff's Exhibit 5, ask if you've ever seen this
17 before? Take a minute to look through it.

18 A. Uh-huh.

19 (There was a pause in the proceeding.)

20 Q. Would you please describe what the exhibit
21 represents?

22 A. These are the wine brand pages that one
23 lands on when they click on the hotlinks from the
24 previous exhibit.

25 Q. Okay. So these would be the web sites of

1 LOUIS APPLEBAUM - BY MR. RANNELLS

2 the individual brands?

3 A. Correct.

4 Q. Okay. Does it represent all of the
5 brands?

6 A. No.

7 Q. Okay. So it would be fair to say that
8 it's a representative example of a listing or
9 presentation --

10 A. Sample.

11 Q. Sample. Thank you.

12 A. Correct.

13 MR. RANNELLS: Please mark the next
14 exhibit.

15 (The following exhibit was marked for
16 identification: EXH Applebaum 6.)

17 Q. Mr. Applebaum, I'm showing you what
18 has been marked as Plaintiff's Exhibit 6. Could you
19 describe what this exhibit consists of?

20 A. This is -- hold on a second.

21 (There was a pause in the proceeding.)

22 A. This is Jackson-Triggs web site.

23 Q. Is it just representative of pages from
24 the web site?

25 A. Some pages from the Jackson-Triggs web

1 LOUIS APPLEBAUM - BY MR. RANNELLS

2 site, correct.

3 Q. And who owns Jackson-Triggs?

4 A. Jackson-Triggs is owned by Constellation
5 Brands Canada Inc., a wholly-owned subsidiary of
6 Constellation Brands.

7 Q. Okay. And where is Jackson-Triggs
8 located?

9 A. Canada.

10 Q. And could you describe for us something
11 about Jackson-Triggs and its reputation in Canada
12 and/or throughout the world?

13 A. Jackson-Triggs is a very well-known brand
14 in Canada. In fact, it's the number 1 selling wine
15 brand in Canada. It produces -- under the
16 Jackson-Triggs label produces table wines, icewines
17 and sparkling wines.

18 MR. RANNELLS: Okay. Please mark the next
19 exhibit as number 7.

20 (The following exhibit was marked for
21 identification: EXH Applebaum 7.)

22 Q. Mr. Applebaum, I'm showing you what's been
23 marked as Plaintiff's Exhibit 7 and ask if you could
24 describe what this exhibit consists of?

25 (There was a pause in the proceeding.)

1 LOUIS APPLEBAUM - BY MR. RANNELLS

2 A. This is a selection of screenshots from
3 the Inniskillin web site.

4 Q. And who owns Inniskillin?

5 A. Constellation Brands Canada Inc., a
6 wholly-owned subsidiary of Constellation Brands.

7 Q. And could you give a description of
8 Inniskillin and its product and its renown in Canada?

9 A. Yes. Inniskillin is also a very famous
10 brand. It is the number 1 producer of icewine in
11 Canada. It's also the number 1 icewine in the world.

12 It also produces some table wines,
13 primarily in Canada. The icewines are sold in Canada
14 and around the world.

15 Q. Just to go back to Jackson-Triggs for a
16 moment, is Jackson-Triggs sold in the United States?

17 A. Jackson-Triggs is sold in the
18 United States, yes.

19 MR. RANNELLS: Please mark the next
20 document as Exhibit 8.

21 (The following exhibit was marked for
22 identification: EXH Applebaum 8.)

23 Q. Mr. Applebaum, I'm showing you what's
24 been marked as Plaintiff's Exhibit 8 and ask if you
25 could describe what that exhibit is?

1 LOUIS APPLEBAUM - BY MR. RANNELLS

2 A. These are screenshots from the Growers
3 Cider web site.

4 Q. And who owns Growers Cider?

5 A. Constellation Brands Canada Inc.

6 Q. And what is the relationship between
7 Constellation Brands Canada Inc. and
8 Constellation Brands, Inc.?

9 A. It is a wholly-owned subsidiary.

10 Q. Now, could you describe the product for us
11 and its renown in Canada?

12 A. Growers Cider is the number 1 cider,
13 number 1 alcoholic cider produced in Canada, sold in
14 Canada.

15 Q. I'm showing you Exhibit 6 which is the
16 Jackson-Triggs, Exhibit 7 which is Inniskillin, and
17 you have before you number 8, which is Growers
18 alcoholic cider.

19 A. Uh-huh.

20 Q. Are all three of these products
21 competitors with Domaine Pinnacle?

22 A. Yes.

23 MR. RANNELLS: We need to take a break.

24 (The proceeding recessed at 2:47 p.m.)

25 (The proceeding reconvened at 3:07 p.m.;

1 LOUIS APPLEBAUM - BY MR. RANNELLS

2 appearances as before noted.)

3 MR. RANNELLS: Mark the next exhibit as 9,
4 please.

5 (The following exhibit was marked for
6 identification: EXH Applebaum 9.)

7 LOUIS APPLEBAUM, resumes;

8 CONTINUING EXAMINATION BY MR. RANNELLS:

9 Q. Mr. Applebaum, with regard to the
10 Pinnacles/Pinnacle Ranches brand wines sold by
11 Estancia or under the Estancia name mark, what level
12 of wine within the marketplace would you consider
13 this, or what price point -- and/or what price point
14 are the wines sold at?

15 A. The Estancia wines are sold in the
16 category we call ultra premium, which is a retail
17 price between \$11 and \$15.

18 Q. And do you have occasion to consider or
19 to investigate the market share of the various brands
20 produced and sold by Constellation Brands?

21 A. Yes. Regularly -- weekly, monthly -- look
22 at our market share position of all major
23 Constellation Brands products.

24 Q. And would that include Estancia?

25 A. Including Estancia.

1 LOUIS APPLEBAUM - BY MR. RANNELLS

2 Q. And within that would it include Pinnacle
3 Ranches also?

4 A. On occasion looking below the Estancia
5 main brand mark to Pinnacles Ranches, yes.

6 Q. Okay.

7 (The following exhibit was identified for the
8 record: EXH Applebaum 9.)

9 Q. I'm going to show you what's been marked
10 as Plaintiff's Exhibit 9 and ask you if you could
11 describe what that is?

12 A. This is, for the last 12 years, the dollar
13 sales of Estancia Pinnacles to our wholesalers.

14 Q. I note it says "FY" under "Year." What
15 does FY stand for?

16 A. That is Constellation Brands' fiscal year,
17 which is March 1st through the end of February each
18 year.

19 Q. Okay. And where did these figures come
20 from?

21 A. These are from the marketing manager for
22 Estancia, Alex Parron, who I've recently spoken with.

23 Q. Okay. And based upon your review of --
24 you indicated that you review annual sales --

25 A. Uh-huh.

1 LOUIS APPLEBAUM - BY MR. RANNELLS

2 Q. -- upon occasions for the brands.

3 Would these represent accurate sales records for
4 Constellation wines and/or Franciscan Vineyards, Inc.?

5 A. Yes, they appear to be accurate.

6 Q. Okay. And based upon the annual sales
7 here and/or any other means of determining this, what
8 would you say is the approximate market share of
9 Estancia Pinnacles Ranches and Pinnacles wines in the
10 US marketplace?

11 A. The exact -- the exact market share I'd
12 have to look up. But within the ultra premium segment
13 it is one of the leading brands, the Estancia master
14 brand, and Pinnacles being a large part of the
15 Estancia master brand.

16 MR. RANNELLS: Thank you, Mr. Applebaum.
17 No further questions.

18 (TIME: 3:12 p.m.)

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W I T N E S S

Name	Examination by	Page

Louis Applebaum	Mr. Rannells	4-23

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E X H I B I T S

Applebaum	Description	Marked	ID'ed
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EXHIBITS PREVIOUSLY MARKED

Exhibit	Description	Page
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EXH

(No Previously Marked Exhibits Presented)

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D O C U M E N T R E Q U E S T S

Request	Page
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(No Documents Requested)

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C E R T I F I E D Q U E S T I O N S

Question	Page
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(No Certified Questions)

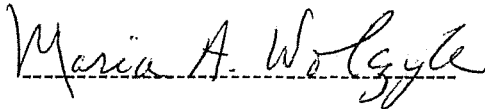
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1
2 C E R T I F I C A T I O N
3 STATE OF NEW YORK:
4 COUNTY OF MONROE:

5 I, MARIA A. WOLCZYK, CSR, RPR, CRR, do
6 hereby certify that I reported in machine shorthand
7 the above-styled cause; and that the foregoing pages
8 were produced by computer-aided transcription (CAT)
9 under my personal supervision and constitute a true
10 and accurate record of the testimony in this
11 proceeding;

12 I further certify that I am not an
13 attorney or counsel of any parties, nor a relative or
14 employee of any attorney or counsel connected with the
15 action, nor financially interested in the action;

16 WITNESS my hand in the City of Rochester,
17 County of Monroe, State of New York.
18
19
20
21



24 MARIA A. WOLCZYK, CSR, RPR, CRR
25 Freelance Court Reporter and
Notary Public No. 01W04638658
in and for Monroe County, New York

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

-----X
Franscan Vineyards, Inc.

Opposer

Mark: DOMAINE PINNACLE and
design

v.

Opposition No. 91178682

Serial No.: 78783236

Domaine Pinnacle, Inc.

Applicant

-----X

**AMENDED NOTICE OF TAKING TESTIMONY
PURSUANT TO 37 CFR SECTION 2.123**

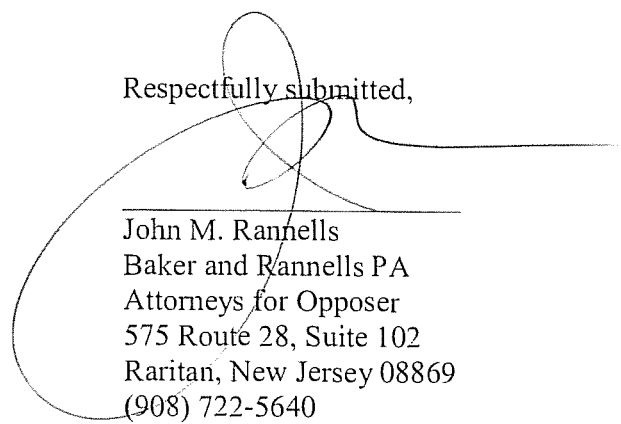
PLEASE TAKE NOTICE that on Thursday, December 13, 2012, beginning at 2:00 p.m. at the offices of Constellation Brands, Inc., 207 High Point Drive, Victor, N.Y. 14564, testimony will be taken on behalf of Opposer, Franciscan Vineyards, Inc., in the above-captioned opposition proceeding, pursuant to the Rules of Practice in Trademark Cases, before a Notary Public or some other person authorized by law to administer oaths, of the following witness:

Lou Applebaum
Senior Vice President Strategy & Business Development, Constellation Brands, Inc.

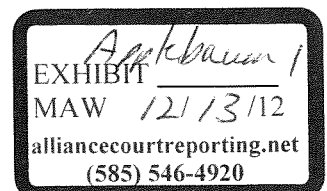
The oral examination will continue from day-to-day until completed. You are invited to attend and cross-examine.

Respectfully submitted,

Dated: November 29, 2012



John M. Rannells
Baker and Rannells PA
Attorneys for Opposer
575 Route 28, Suite 102
Raritan, New Jersey 08869
(908) 722-5640
jmr@br-tmlaw.com

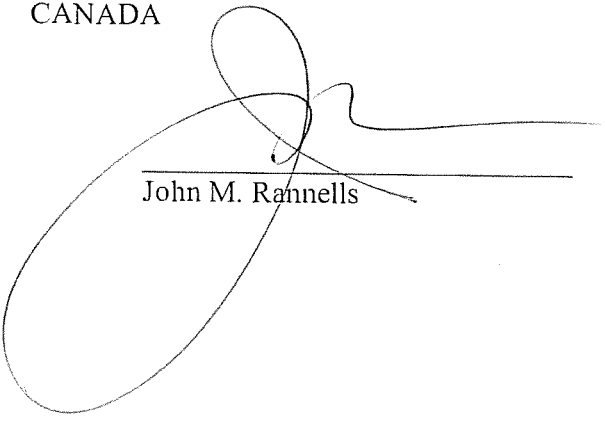


CERTIFICATE OF SERVICE

The undersigned hereby certifies that a true and correct copy of the foregoing Amended Notice of Taking Testimony of Lou Applebaum was served via first class mail, postage prepaid, this 29th day of November, 2012 and via email (i.e., Charles@domainepinnacle.com) upon Applicant at the following address of record:

Charles Crawford
DOMAINES PINNACLE INC
150 RICHFORD ROAD
FRELIGHTSBURG, QC J0L 1C0
CANADA

DATED: November 29, 2012



John M. Rannells

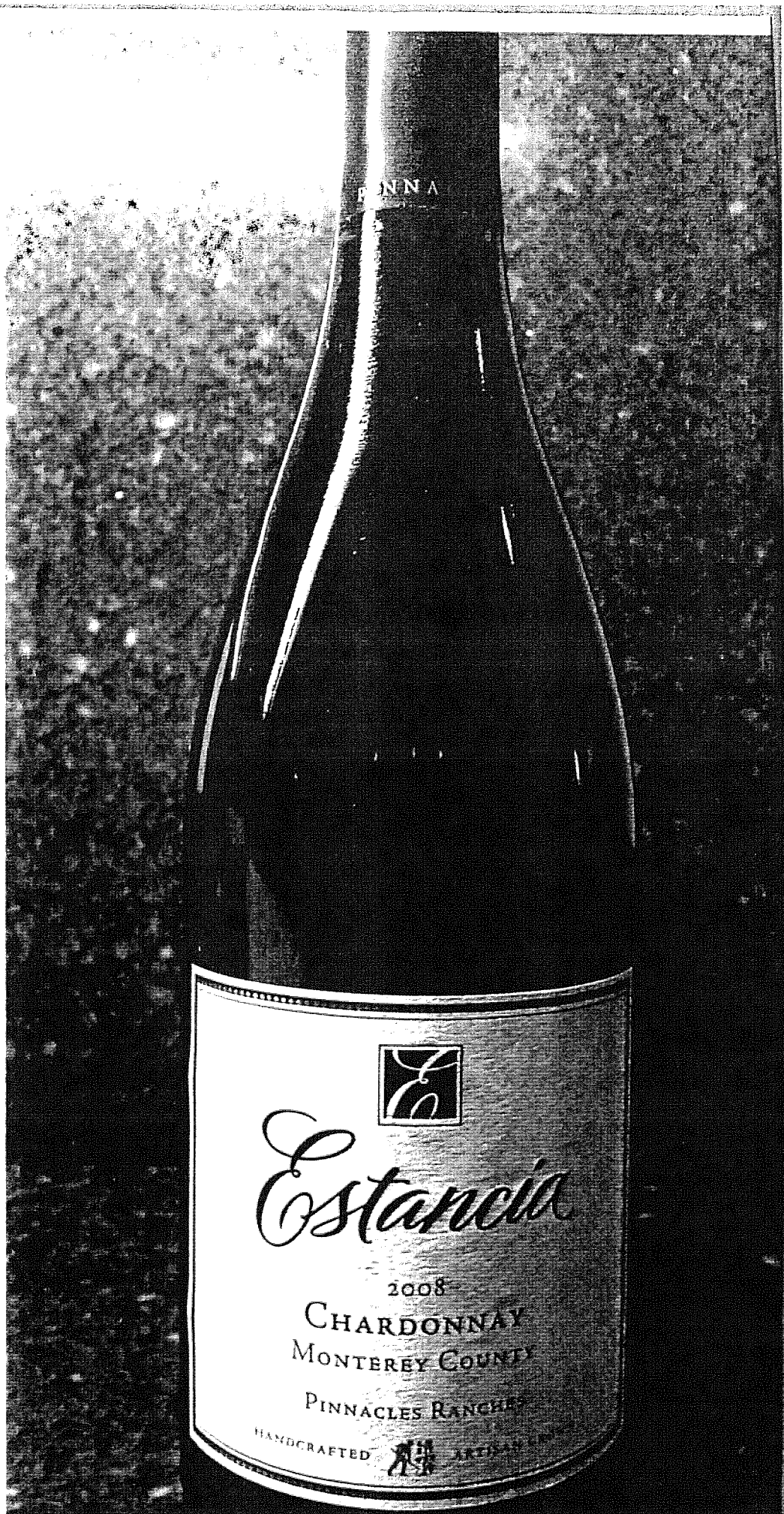
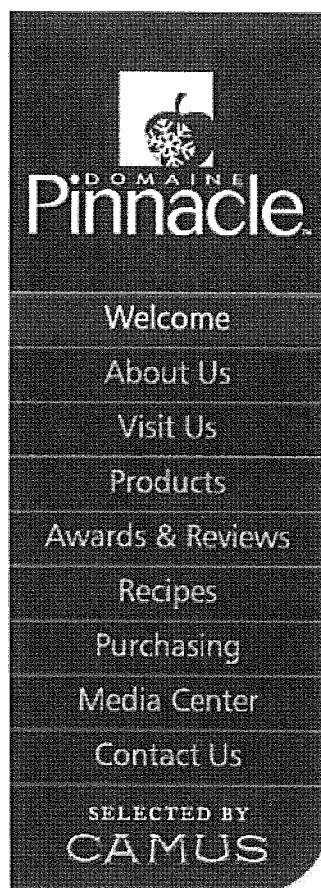


EXHIBIT Applebaum
MAW 12/13/12
alliancecourtreporting.net
(585) 546-4920



Domaine Pinnacle is a family-owned orchard and cidery, dedicated to creating the world's best Ice Apple Wine.

Acclaimed by wine critics, chefs and sommeliers, Domaine Pinnacle Ice Apple Wine is truly an outstanding taste experience! We invite you to discover our estate-produced, one-of-a-kind, premium product line and to visit our orchard and cidery located on the southern slopes of Pinnacle Mountain in the Eastern Townships of Quebec, Canada.

If you would like to receive occasional information on Domaine Pinnacle products and events, please [click here](#) to subscribe to our newsletter.

Latest News

- [June 12, 2012 - Domaine Pinnacle's Ungava Canadian Premium Gin Receives 'Excellent' Scores at Ultimate Cocktail Challenge](#)
- [June 12, 2012 - Beverage Tasting Institute Awards Domaine Pinnacle Ice Apple Wine a 93-Point Ranking](#)
- [March 27, 2012 - Domaine Pinnacle Wins Double Gold Medal at Finger Lakes International Wine Competition](#)
- [January 31, 2012 - Domaine Pinnacle Wins Four Medals at the Wine Access 2011 Canadian Wine Annual](#)

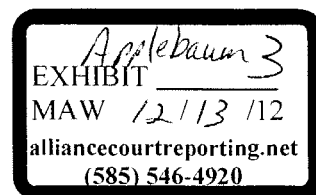
**"...the best cider
in Canada..."**

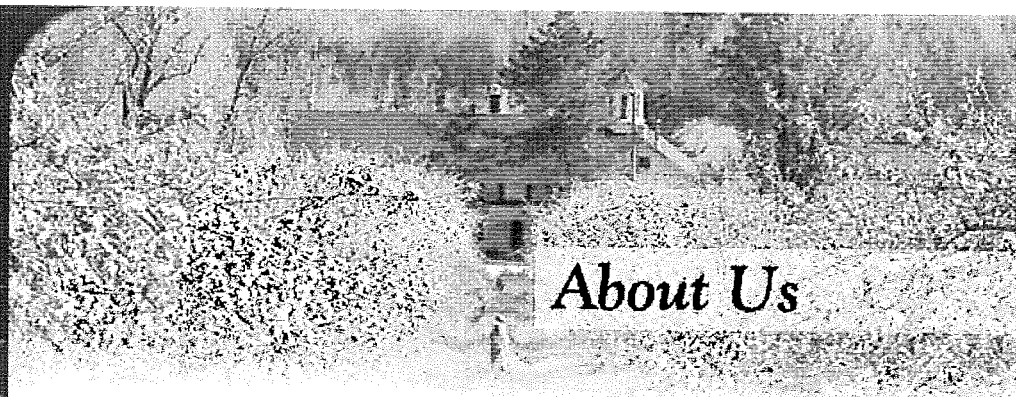
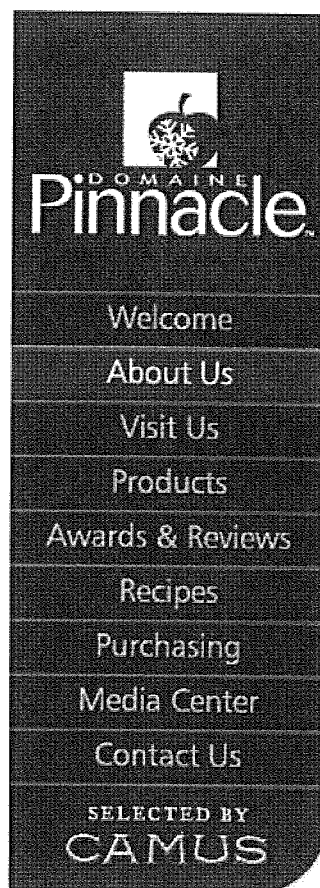
**Gord Stimell
Toronto Star**



Scottmark
communications
Website design & development

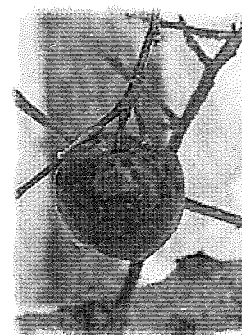
Domaine Pinnacle • 150 Richford Road, Frelighsburg, Quebec, Canada J0J 1C0 • T: 450.263.5835 • F: 450.263.6540
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Domaine Pinnacle is a family-owned orchard and cidery located on a beautiful heritage property near the historic village of Frelighsburg in the Eastern Townships of Quebec, Canada.

Our bountiful 430-acre apple orchard, perched on the southern slopes of Pinnacle Mountain, provides the essential ingredient for our unique offering of fine regional products. Located on the 45th parallel - the same latitude as the world's renowned winegrowing regions - the south-facing orchards benefit from a microclimate that is particularly well suited for apple production. Ideal summer growing conditions coupled with our intensely cold Quebec winters make the creation of ice apple wine possible. All Pinnacle products are made with care and fine attention to detail by our dedicated, multidisciplinary team.



Domaine Pinnacle is owned by Susan and Charles Crawford, *urban refugees*, who make the estate the full-time home for their family.



History

In 1859, the charming farmhouse that stands on the Domaine Pinnacle property was built. Its distinguishing feature is an octagonal rooftop lookout turret that was apparently used to keep a watch on the nearby Vermont border. Local residents claim that, in its first years, the house served as a stop on the famous "Underground Railroad" providing a safe haven for slaves seeking freedom. Many years later, it became a convenient meeting place for bootleggers during the Prohibition era.



The estate's apple orchards, some of the first in Frelighsburg, were planted nearly a century ago, but it wasn't until 2000 that Domaine Pinnacle created its very first ice apple wine. In the short time since, Pinnacle has taken its place among the finest producers, winning dozens of gold medals at prestigious international wine competitions.

Pinnacle Mountain

Originally occupied by the Abenaki tribe, Pinnacle Mountain is the only truly undeveloped mountain in Quebec within a 90-minute radius of Montreal. Known by generations of locals simply as "The



Pinnacle" (elevation 712 m / 2,336 ft.), it is a refuge for a wide variety of wildlife, including many rare species. The Pinnacle, an isolated peak in the Sutton Mountains, overlooks the picturesque village of Frelighsburg as well as the spectacular ranges of the Green Mountains of Vermont and the Adirondacks of New York State. This incredible setting and its breathtaking views can be enjoyed from the Domaine Pinnacle property, located on the southern slopes of this pristine mountain paradise.

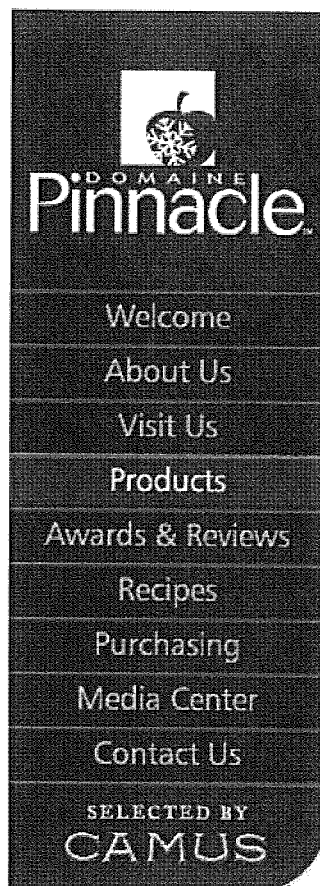
Village of Frelighsburg

Domaine Pinnacle is located just 5 km from the quaint village of Frelighsburg, a classic Loyalist settlement that blends historic charm with a vibrant and active community. Named one of "The Most Beautiful Villages in Quebec," Frelighsburg is nestled in a verdant valley on the Pike River and is home to a rich heritage that preserves many historic buildings and traditions.

The village was settled in the 1790s by American Loyalists, including Abram Freligh, a physician of Dutch origin, who moved from New York State and gave his name to the village upon acquiring the sawmill. The mill built by his son, Richard, in 1839 at the river's edge is a registered historic monument, along with several other buildings. The Anglican (1880) and Catholic (1883) churches whose spires crown this jewel of a village, attest to the cultural diversity that remains an important part of its fabric to this day.

With a population of just over 1,100 residents, Frelighsburg attracts many artists and visitors for its natural beauty and charm. Nestled amongst apple orchards that cover its rolling hills in all directions, and in the shadow of Pinnacle Mountain, Frelighsburg remains as charming and seductive today as it was over 200 years ago.





Domaine Pinnacle Ice Apple Wine

Award-winning and critically-acclaimed, Pinnacle Ice Apple Wine is produced from a select blend of hand-picked apples, harvested after frost and extracted naturally over the winter months. The unique combination of ideal summer growing conditions and cold Canadian winters create a product like nothing else you have ever tasted!

Rich, golden and full-bodied in the glass, our Ice Apple Wine has an appealing mellow flavor and clean, distinct taste of apples that builds from its smooth, velvety start to its well-balanced, long-lasting finish.

Characteristics

- Stunning richness... over 80 apples used to produce each bottle!
- Incredible complexity... made from a blend of 6 varieties of apples
- Exceptionally balanced... fresh apple taste with sweet, smooth finish
- All natural... no additives whatsoever

Service

Due to product complexity, can be served on its own or as an exceptional complement to a variety of foods...

- as an apéritif
- with pâtés, game or poultry
- with spicy dishes
- with fine cheeses, particularly blue, goat, aged cheddar and brie
- with desserts, including of course, many apple-based classics
- on its own, as a digestif, to end a perfect meal!

For more service ideas, refer to our [Recipes](#) section.

375 ml. 12.5% Alc./Vol.

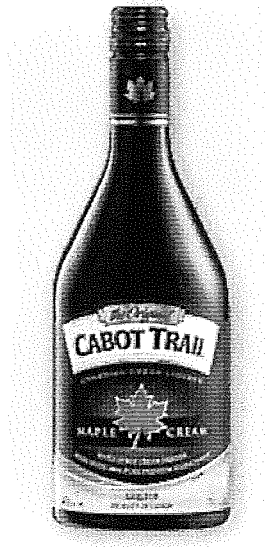
SERVE WELL CHILLED (40-45°F)

[Click here for printable Product Spec Sheet \(PDF file\).](#)



Cabot Trail Maple Cream

John Cabot was the first European to discover Canada. During his trip, he came across a world full of richness, cultures and flavors. In honor of his adventurous spirit and discoveries, we are offering this cream liquor reflecting the best of Canada through the authentic taste of pure premium Canadian maple syrup blended with fresh cream.



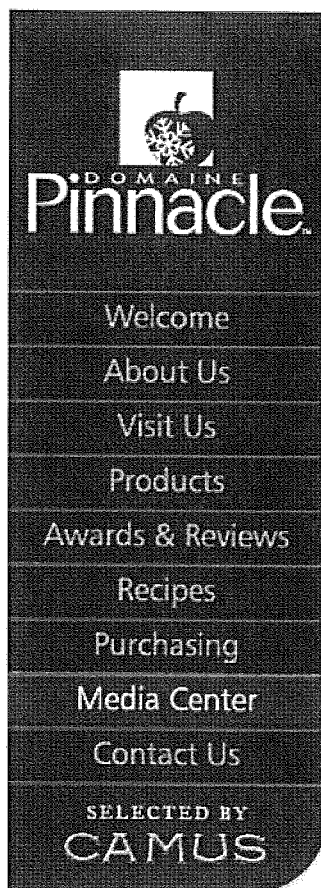
Characteristics

- Made from pure premium Canadian maple syrup
- Using the freshest cream and a special mix of grain alcohol and rum
- Distinctive, natural maple syrup taste and aroma
- Authentic Canadian product
- Serve on ice, in cocktails, or to flavour coffee

750 ml 15% alc./vol.

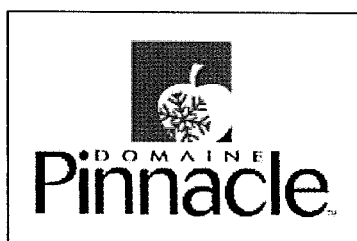
[Click here for printable Product Spec Sheet \(PDF file\).](#)

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Media Resource Center

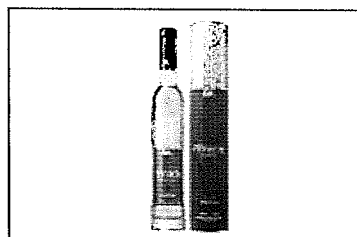
Click any of the thumbnail images below to download a high resolution version.



Domaine Pinnacle logo
High resolution GIF and EPS formats (ZIP file)
File size: 171 KB



Domaine Pinnacle Ice Apple Wine logo
High resolution GIF and EPS formats (ZIP file)
File size: 222 KB

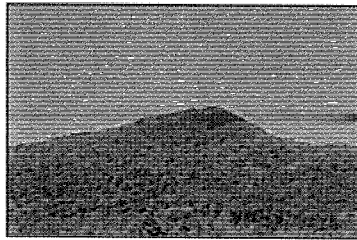
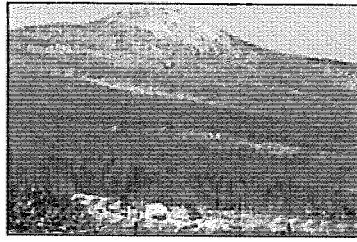


Product shot of Ice Apple Wine
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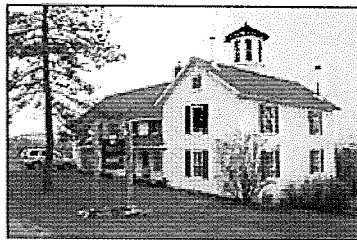


Charles Crawford
Proprietor of Domaine Pinnacle
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File size: 405 KB

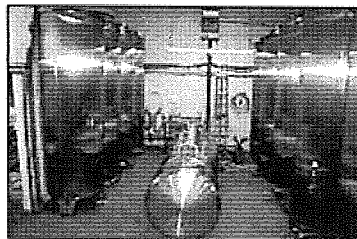
**Domaine Pinnacle at
base of Pinnacle Mountain**
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File size: 746 KB



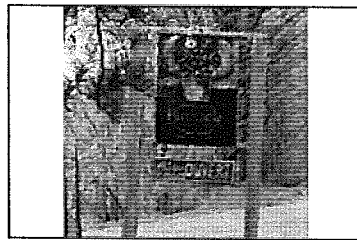
Pinnacle Mountain in autumn
High resolution JPG file
File size: 527 KB



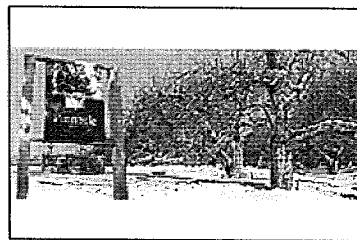
**Domaine Pinnacle
historic farm house & boutique**
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File size: 1.04 MB



Cider/apple-wine fermentation tanks
High resolution JPG file
File size: 691 KB

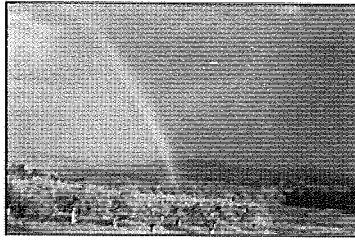


Domaine Pinnacle sign in summer
High resolution JPG file
File size: 1 MB



Domaine Pinnacle sign in winter with orchard
High resolution JPG file
File size: 586 KB

Rainbow over Domaine Pinnacle orchard
High resolution JPG file
File size: 489 KB



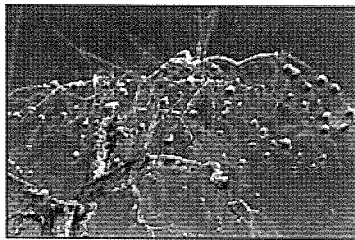
Orchard in winter
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File size: 1.26 MB



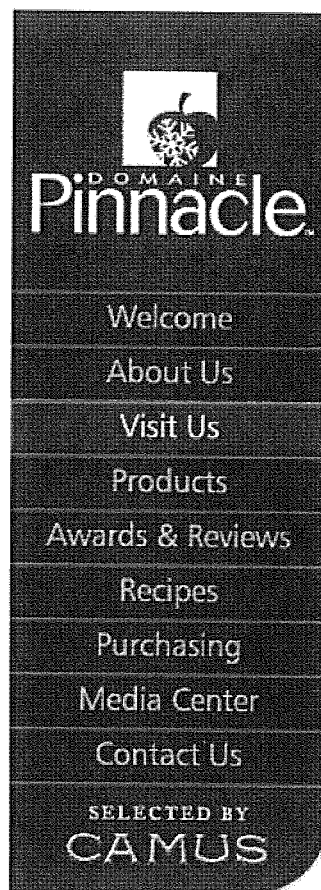
Apples in winter
High resolution JPG file
File size: 237 KB



Apples in winter 2
High resolution JPG file
File size: 950 KB



Apples in winter 3
High resolution JPG file
File size: 1.66 MB



Our tasting room and boutique includes all of our Ice Apple Wine products, which are available for tasting at no charge. The boutique also offers other estate-made and local gourmet food specialties. Tours of the property can be made by prior arrangement. The boutique is open to the public during the following hours:

January through April
Open Fridays, Saturdays, & Sundays: 10 a.m. - 5 p.m.

May through December
Open Weekdays: 10 a.m. - 5 p.m.
Open Weekends: 10 a.m. - 6 p.m.

Closed Christmas Day and New Years Day

Please call ahead of time for group reservations

We are located in the Eastern Townships of Quebec, about one-hour south of Montreal or north of Burlington, Vermont and about 5 minutes from the village of Frelighsburg. Our address and telephone number are:

**150 Richford Road
 Frelighsburg, Quebec
 Canada J0J 1C0**

(450) 298-1226
boutique@domainepinnacle.com

Maps and Driving Directions

[Click here to download a printable map \(Acrobat PDF File\) with driving directions from Montreal.](#)

[Click here to view an interactive map and get custom driving directions at MSN.](#)

From Montreal (1 hour)

Champlain Bridge > Autoroute 10 east > Exit 68 > Route 139 south (Cowansville) > Route 202 west (Dunham) > Route 213 south (Frelighsburg) > Route 237 south > Left on ch. Richford to #150

From Burlington, Vermont (1 hour)

Interstate 89 north > Canadian Border > Right on ch. St. Armand direction St. Armand > Frelighsburg > Right on Route 237 > Left on ch. Richford to #150

From Quebec City (3 hours)

Autoroute 20 west > Autoroute 55 south > Autoroute 10 west > Exit 68 > Route 139 south (Cowansville) > Route 202 west (Dunham) > Route 213 south (Frelighsburg) > Route 237 south > Left on ch. Richford to #150

From Ottawa (3 hours)

Hwy 417 east > 40 east > 13 south > 20 east > Follow directions from Montreal

From Boston (4 1/2 hours)

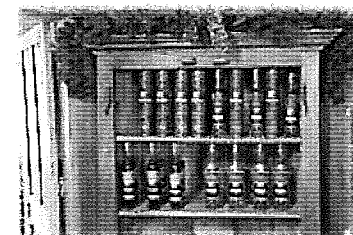
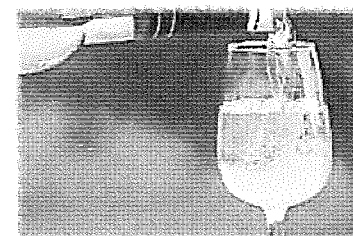
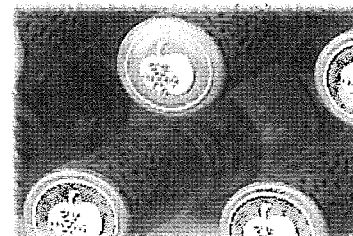
Interstate 93 > Interstate 89 > Follow directions from Burlington, Vermont

From Toronto (6 hours)

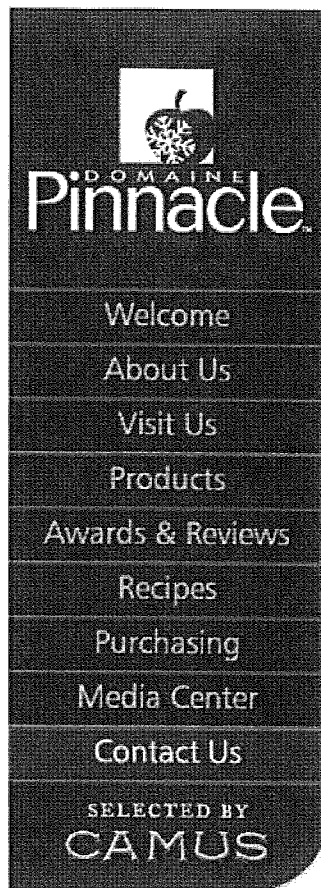
Hwy 401 east > 20 east > Follow directions from Montreal

From New York City (7 hours)

Interstate 87 north > Canadian Border > Route 202 east (Stanbridge East) > Right on Route 237 (Freighsburg) > Left on ch. Richford to #150



Domaine Pinnacle - 150 Richford Road, Frelighsburg, Quebec, Canada J0J 1C0 - T: 450 263 5835 - F: 450 263 6540
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Our office is open Monday to Friday from 9 a.m. - 5 p.m. ET, with the exception of statutory holidays. For general inquiries please contact us at:

Email: questions@domainepinnacle.com

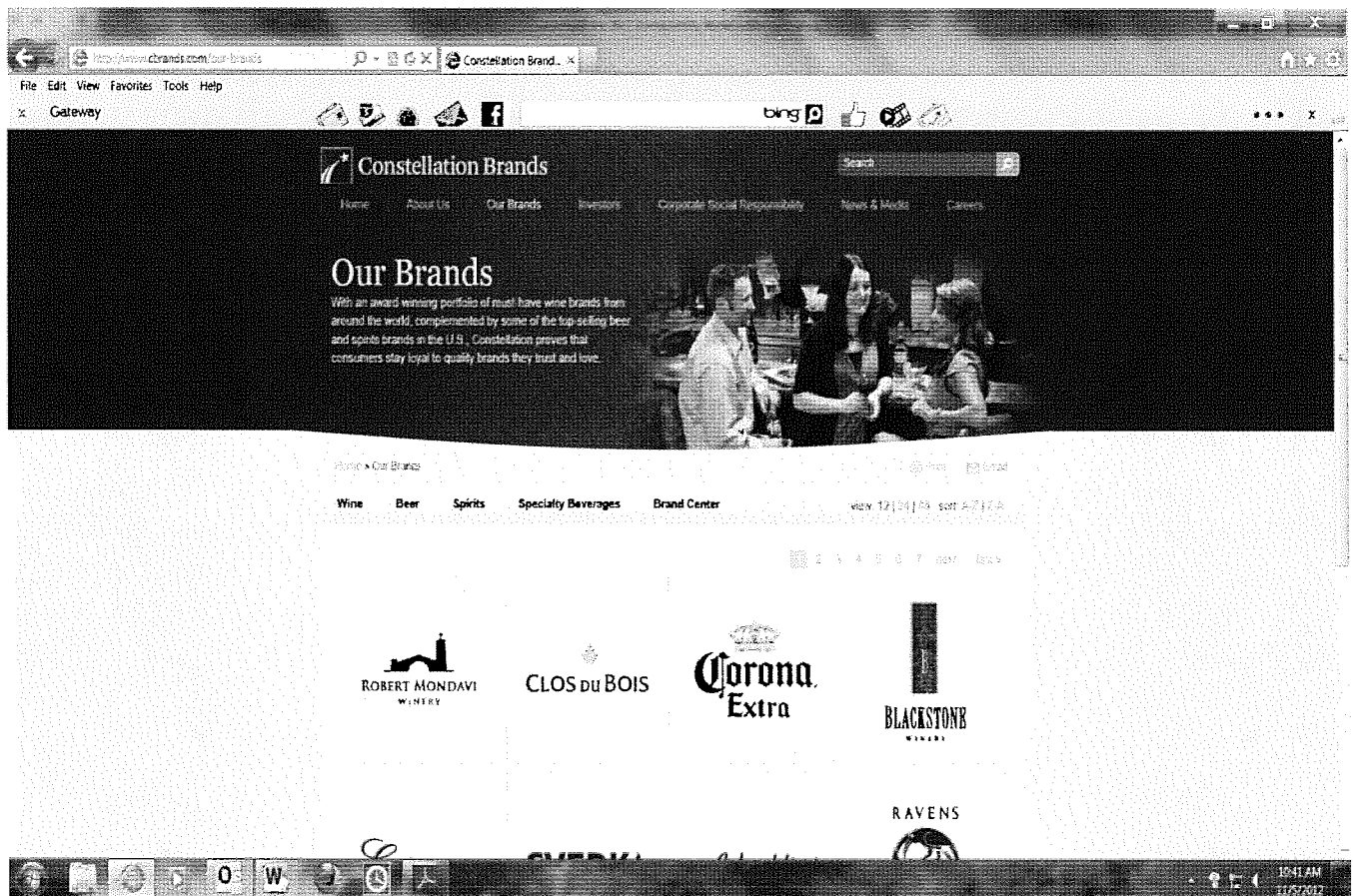
Mail: Domaine Pinnacle Inc.
150 Richford Road
Frelighsburg, Quebec
Canada J0J 1C0

Phone: (450) 263-5835

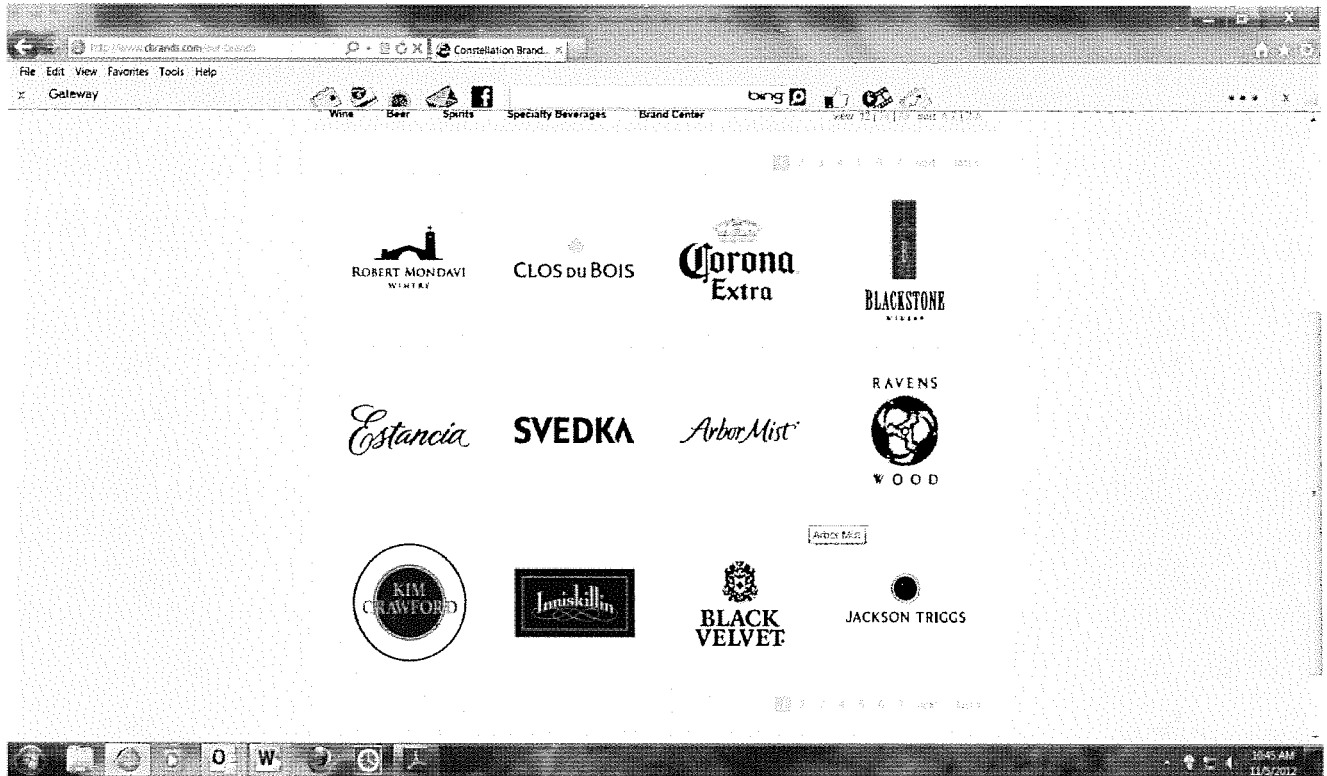
Fax: (450) 263-6540

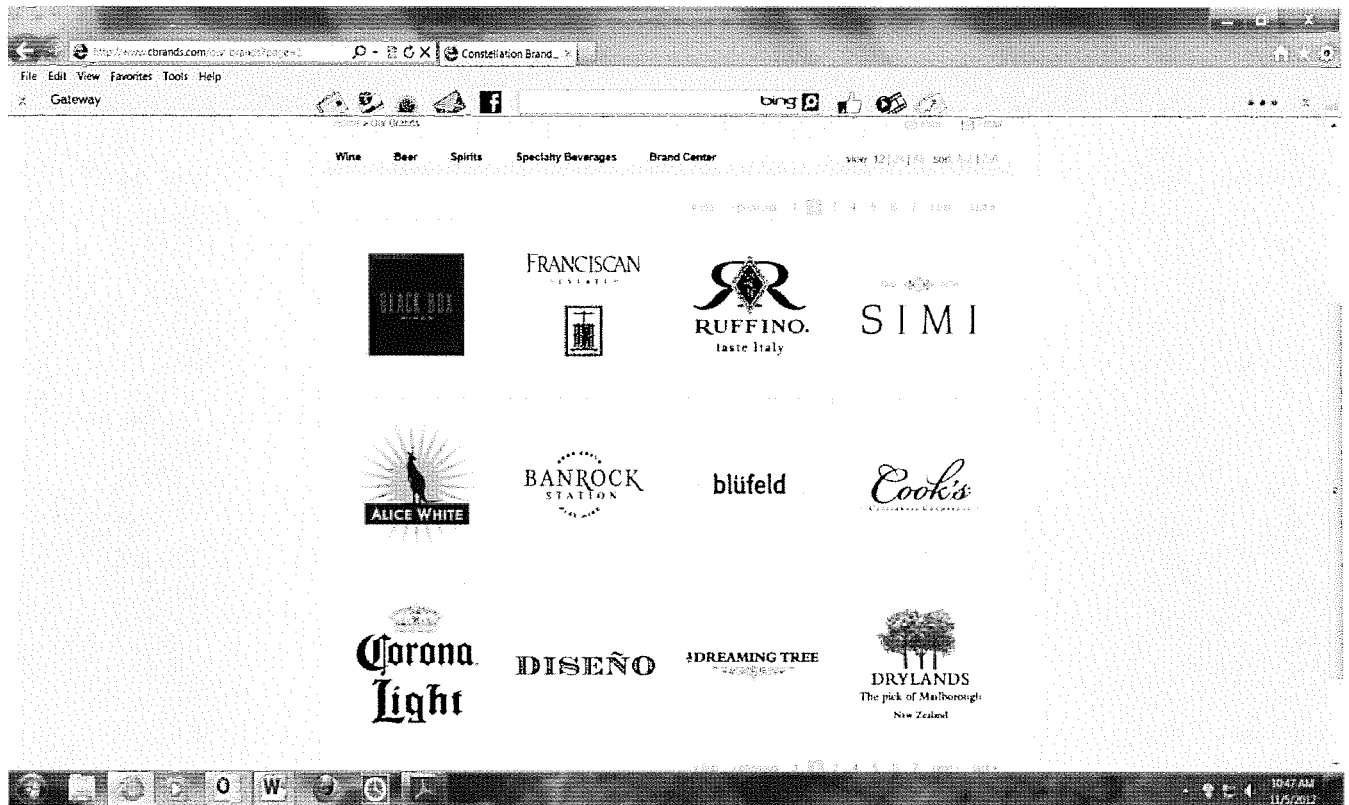
If you would like to receive occasional information on Domaine Pinnacle products and events, please [click here](#) to subscribe to our newsletter.

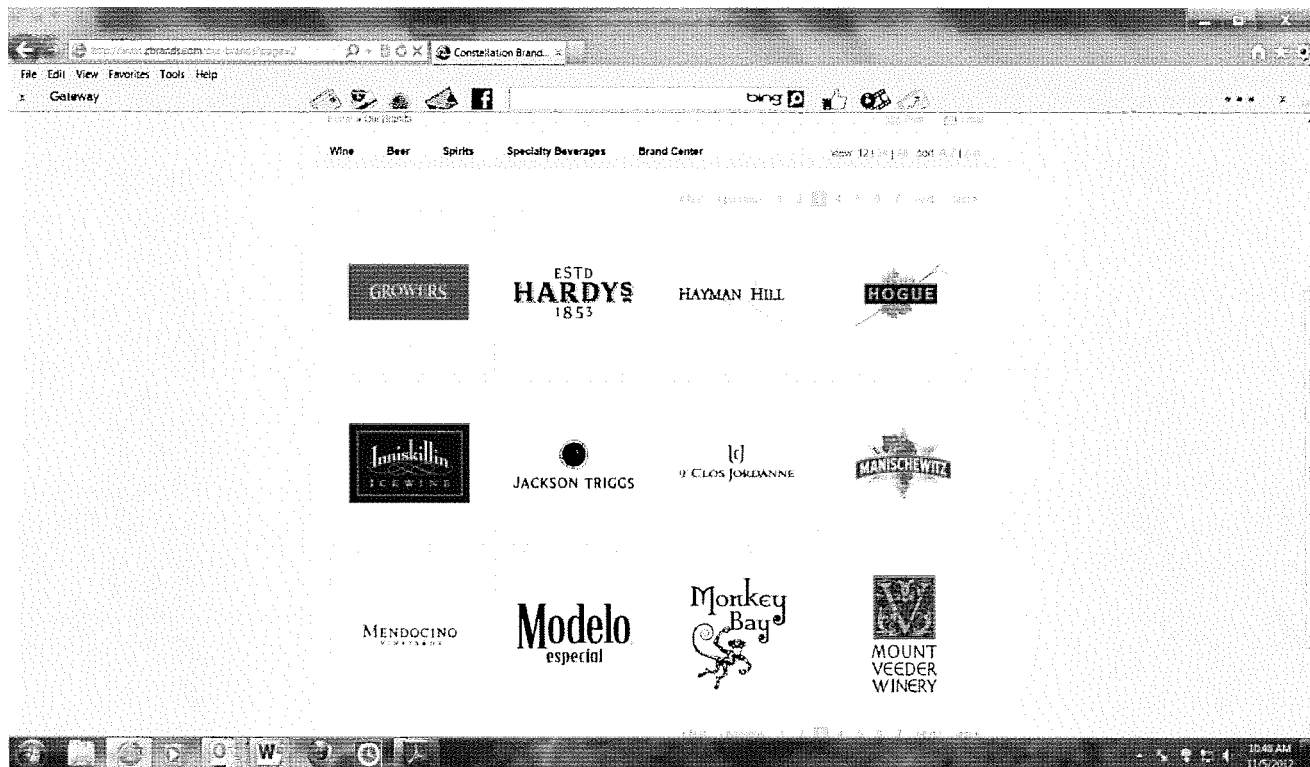
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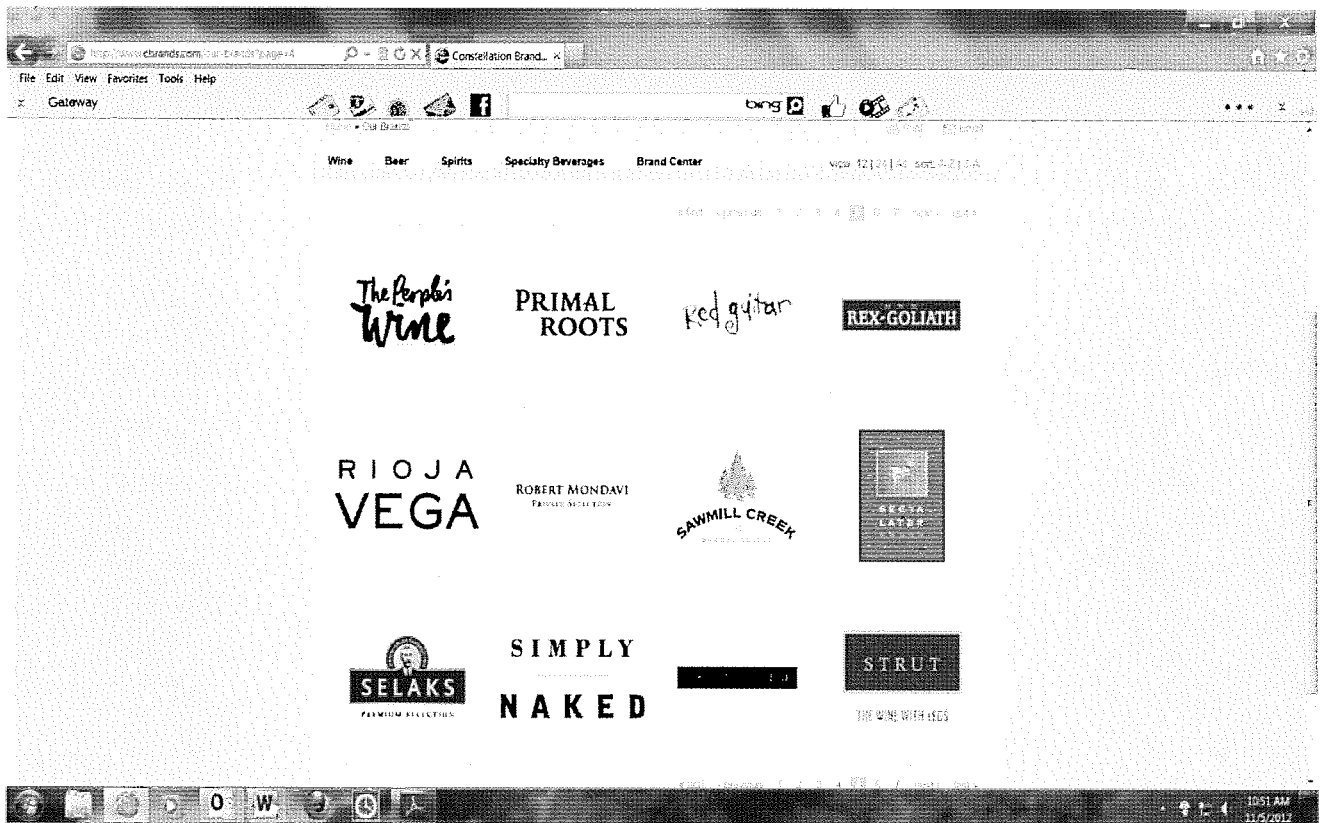
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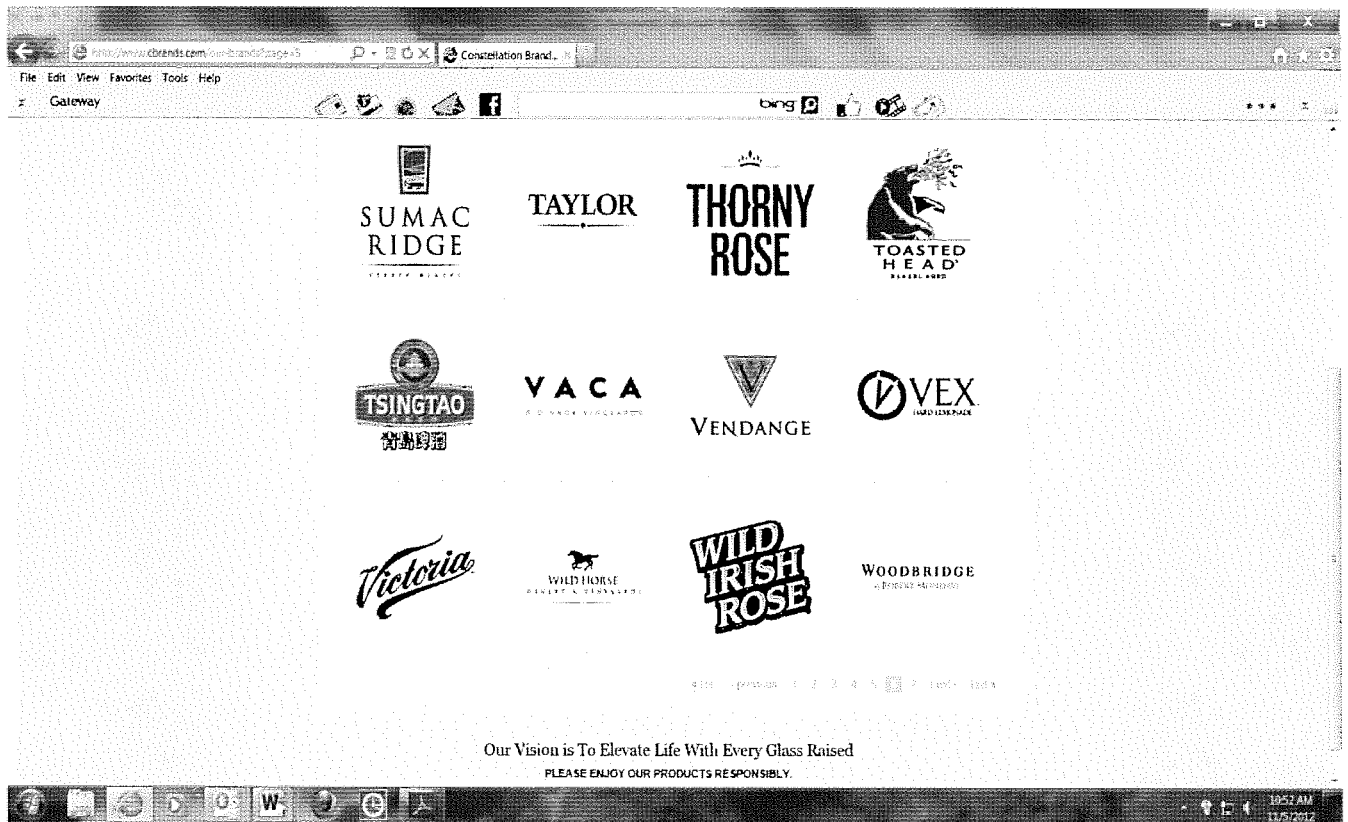


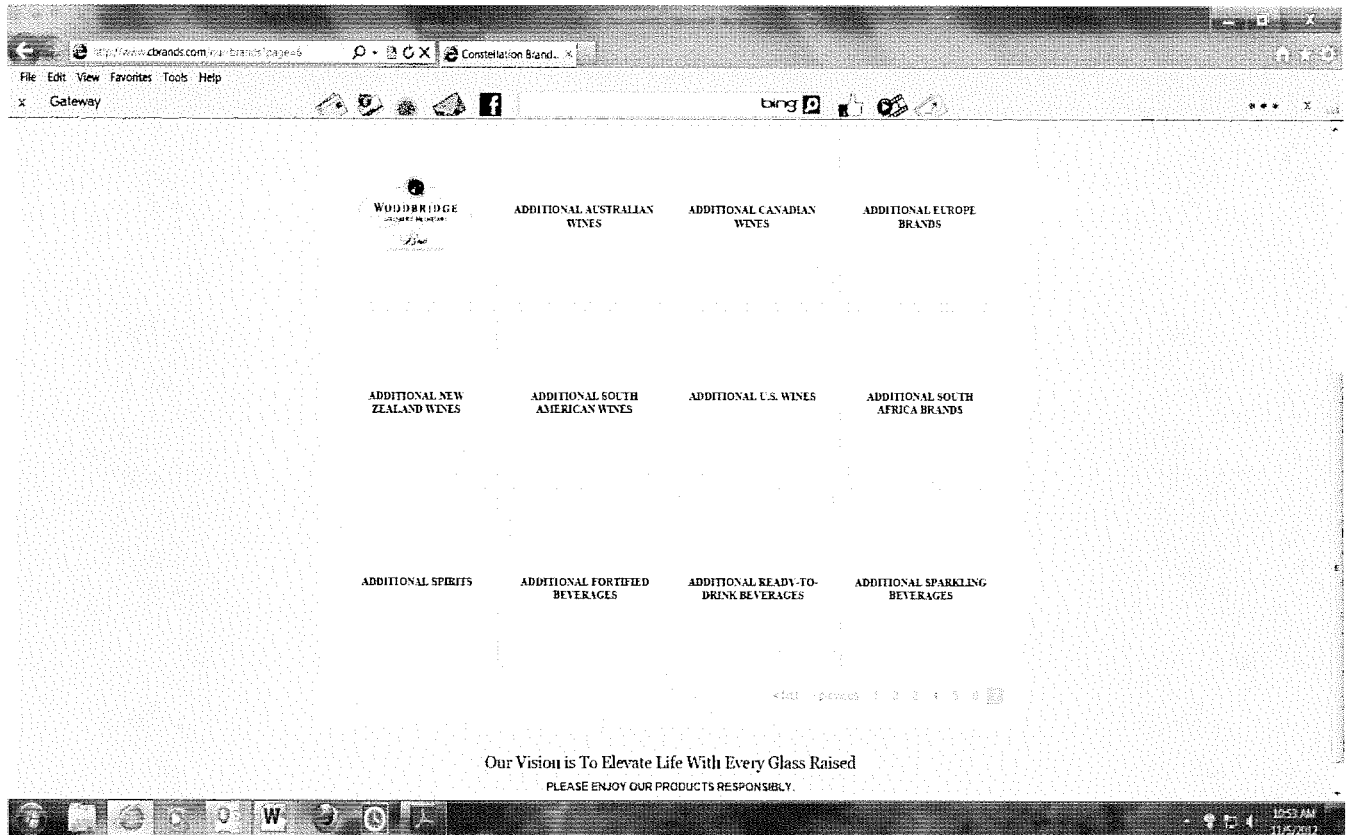


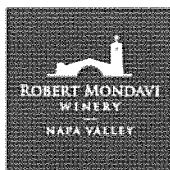












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TO KALON VINEYARD

WINEMAKING

OUR WINES

VISIT US

WINE CLUB

SHOP

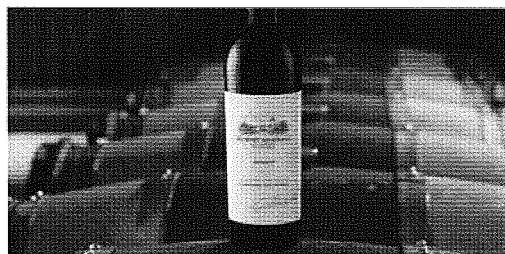
CONTACT

NAPA VALLEY FILM FESTIVAL



ROBERT MONDAVI WINERY

2009 CABERNET SAUVIGNON RESERVE



The 2009 Robert Mondavi Winery Cabernet Sauvignon Reserve continues the tradition of excellence.

[FIND OUT MORE >>](#)

TOURS & TASTINGS

To view Tour & Tasting options and book your Robert Mondavi Winery experience, click below

[VIEW SCHEDULE](#)

EXHIBIT

MAW 12/13/12

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ABOUT US
VINEYARDS
PRESS

TO KALON VINEYARD

STAG STEP
CABNEDIS
SUSTAINABLE FARMING
VIDEOS

WINEMAKING

NAPA GREEN CERTIFIED
VIDEOS

OUR WINES

RESERVE WINES
DISTRICT WINES
WINERY EXCLUSIVE WINES
NAPA VALLEY WINES

VISIT US

TOURS & TASTINGS
THE TUCKER ROOM
WINE & FOOD PROGRAMS
CURATED EXPERIENCES
EVENTS
CONTACTS

WINE CLUB

RED ONLY
REDS & WHITES
MOSCATO MANIA

SHOP

NEW RELEASES
RESERVE WINES
DISTRICT WINES
WINERY EXCLUSIVE WINES
NAPA VALLEY WINES
BIG BOTTLES
BY THE CASE
THERAPY
WINE CLUB EXCLUSIVE WINES
VINYL

CONTACT

QUESTIONS AND COMMENTS
PRODUCT RELATIONS
SALES & DISTRIBUTION
INQUIRIES

MISC

CLUB SIGN-UP
PRIVACY POLICY
TERMS AND CONDITIONS
SITE MAP
PRODUCT LOCATOR

CONTACT US

ROBERT MONDAVI WINERY
7801 ST. HELENA HWY
NAPA, CA 94558

E-MAIL SIGNUP

CONNECT

FACEBOOK
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RSS



Showcasing Fruit from the North and Central Coast of California **Explore Robert Mondavi Private Selection wines.**

From salads to main dishes and deserts **Ted Allen shows you how to make the most of your meals!**

Explore the story of Robert Mondavi – enriching life through wine.





BLACKSTONE WINERY

WINEMAKER'S SELECT

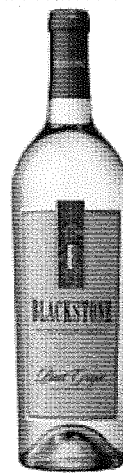
Blackstone Winemaker Select wines are fruit-forward, smooth, and harmonious – the perfect complement to any meal. Our winemaking team hand-selects grapes from over 100 vineyards throughout California, pulling from the best parcels in the same regions year after year. Each vineyard is carefully chosen to add something unique to the finished blend. The result of this meticulous sourcing strategy is consistent wines of incredible quality and complexity at a price suited to everyday enjoyment. The cornerstone of our wines is America's favorite, Blackstone's California Merlot.



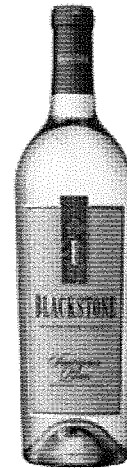
2011
Malbec



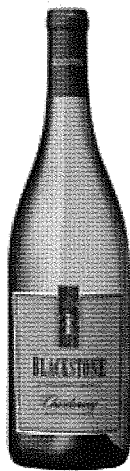
2010
Zinfandel



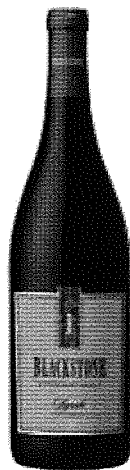
2010
Pinot Grigio



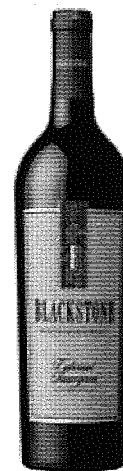
2011
Sauvignon Blanc



2010
Chardonnay



2009
Syrah





2010
Cabernet Sauvignon



2010
Merlot

[home \(home.html\)](#) [about \(about.html\)](#) [cocktails \(cocktails.html\)](#) [events](#) [ads \(ads.html\)](#)

 <http://twitter.com/SVEDKA> [about](#)
14
hours ago
<http://twitter.com/SVEDKA/status/265267>
we said, "It has never been more
important to put the party back in party
politics. #PARTYpolitics
[http://search.twitter.com/search?
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featured cocktail

freak.a.zoid
SVEDKA Clementine
Simple Syrup
1/2 oz. 1/2 oz.



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SVEDKA Clementine
Simple Syrup
Lime Juice
Orange Juice
Angostura Orange Bitters

Accolades

Taste the Future, and find out why our vodka is smarter than your vodka. Experts agree that the clean, r



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Exceptional Taste & Best Buy 2008, 2009



GOLD MEDAL WINNER
Monde Selection 2005, 2008, 2009, 2010 (Brussels, Belgium)



GOLD MEDAL WINNER
International Wine & Spirit Competition 2002, 2009, 2010

* Source: Wine Enthusiast Vodka Ratings, most recent, 1999, 2004. PLAY RESPONSIBLY. SVEDKA®
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WINES  Icon Single Vineyard Designates County Series Vintners Blend Limited Releases

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Icon

A revival of the traditional 'Native Sonoma Mixed Blacks' blend.

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As unique as the individual vineyards they're from and the people that farm them.

County Series

Wines that capture the spirit of California's best growing regions.

Vintners Blend

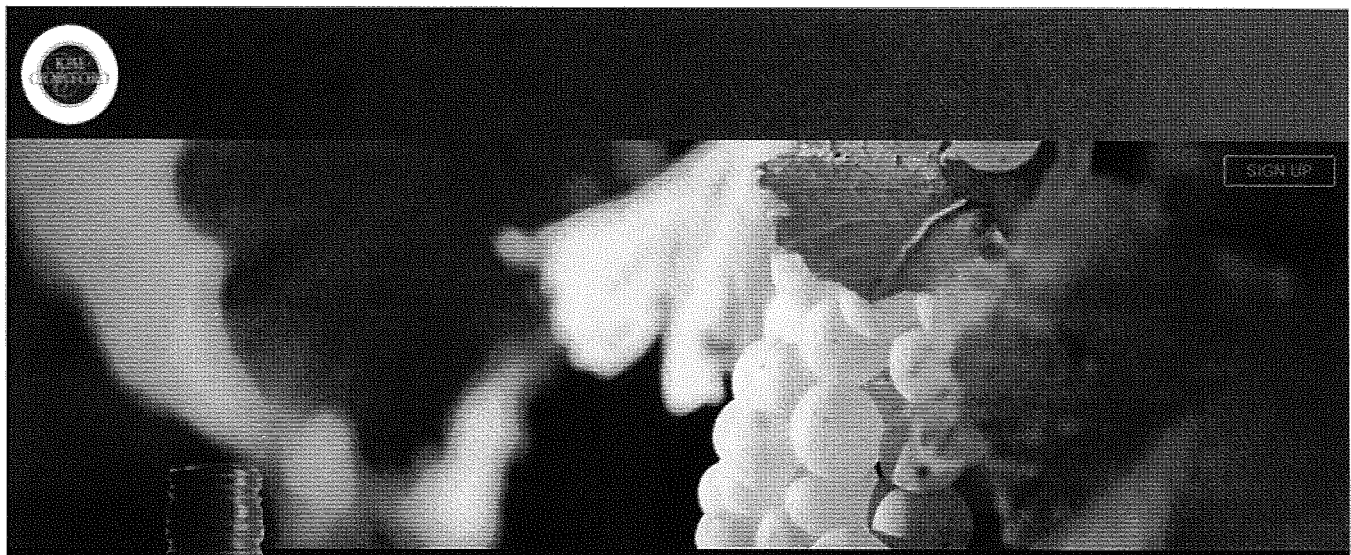
Our Vintners Blend bottlings are sourced from vineyards throughout California.




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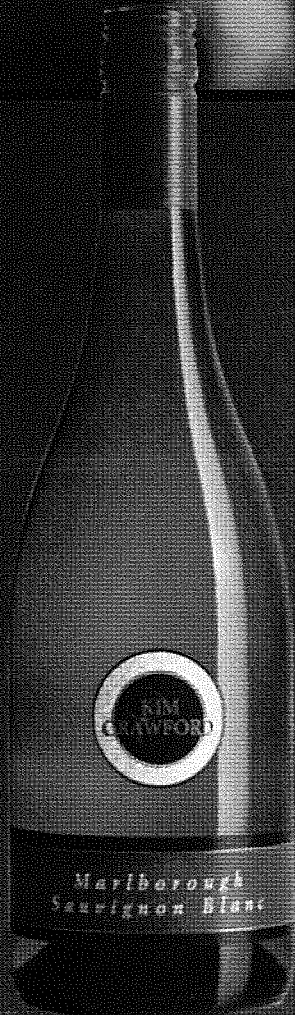
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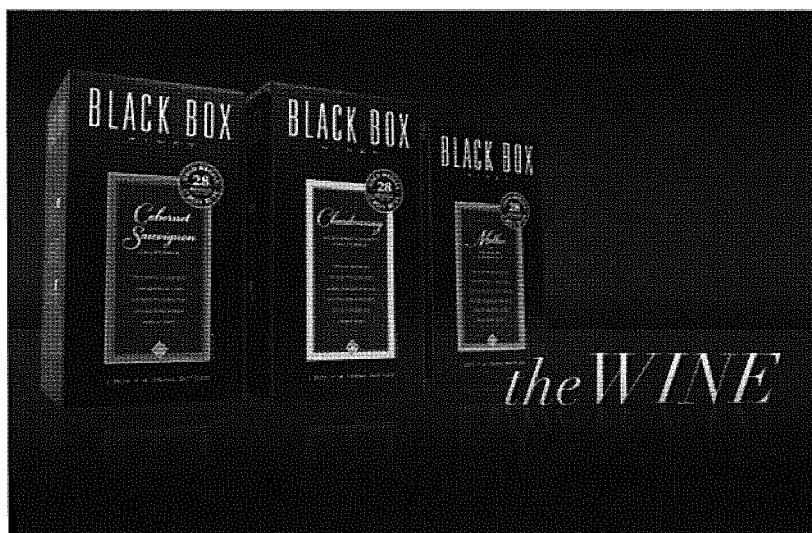
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Our superb grapes are harvested from world-class appellations, including California's storied wine country and the acclaimed vineyards of Argentina and New Zealand. Through a meticulous, traditional winemaking process, Black Box Wines are crafted to be food-friendly and fruit-forward—all without the expense and fuss of bottled wines. So whether you crave sumptuous reds or crisp whites, you'll delight in the quality and value inside every box.

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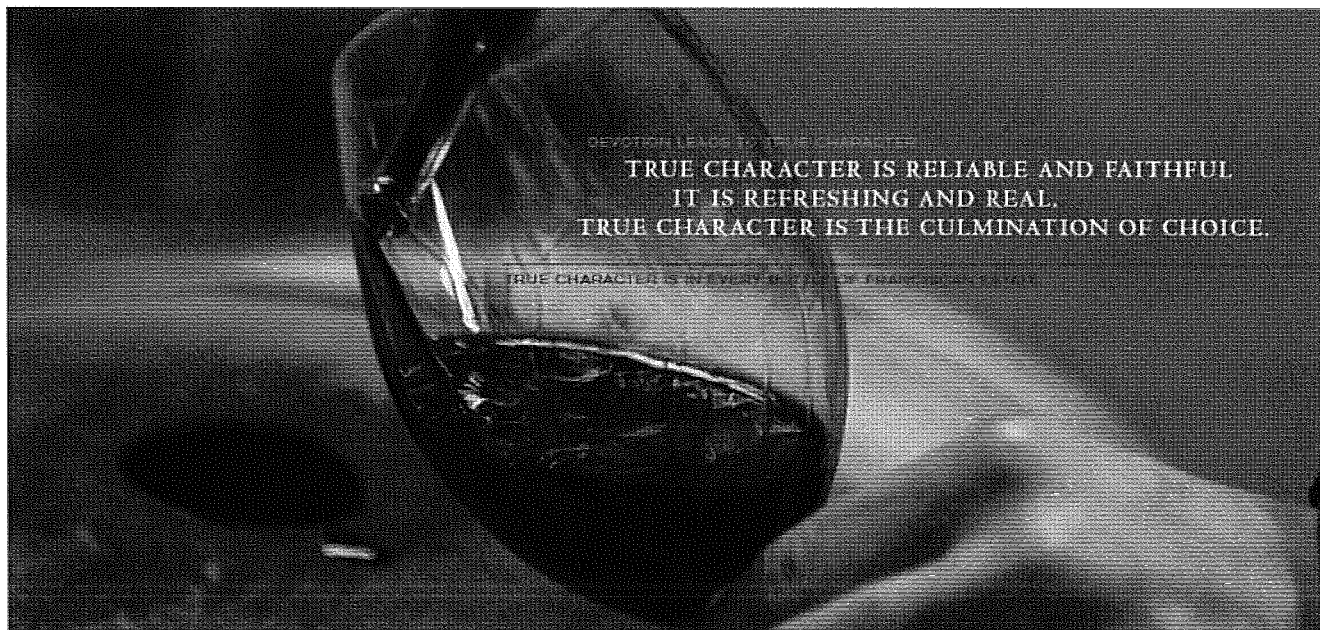
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Devotion to the old world crafts is artfully blended with new world vision and modern finesse to create wines of refreshing character and bold expression. Each of our handcrafted wines has distinct personality that speaks fluently in every glass. When all are savored the complete character and expression of our prized Napa Valley terroir can be experienced.

Prestige Wines



MAGNIFICAT RED WINE

Elegant, well-structured mouthfeel, with cherries, cassis, black pepper and vibrant plum flavors filling the palate. Very supple, with fine texture and firm structure, giving an approachable richness. The finish is a seamless continuation of fruit and cocoa-like tannins.

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CUVÉE SAUVAGE CHARDONNAY

Luscious and full, with rich flavors of apple tart and toasted hazelnut, along with bright notes of lemon and pear. The texture is round and creamy with generous body, while maintaining a crisp elegance and vibrancy. Complex minerality highlights a lingering finish.

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NAPA VALLEY Wines



NAPA VALLEY CABERNET SAUVIGNON

Rich, round, and full-bodied; layered with blackberry, cherry, dried plums, and a hint of cocoa; generous weight on the palate and smooth, mouth-filling tannins; the finish lingers with flavors of rich cassis and black cherry.

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NAPA VALLEY CHARDONNAY

Bright, with pear-apple notes, citrus, and honey. Silky and round mouthfeel, with rich crème brûlée highlights and a finish of mineral and cream that lingers on the palate.

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NAPA VALLEY MERLOT

Supple, elegant and seamless. Full flavors of dark berries, cocoa and vanilla with rich notes of earthy clove and spice. The smooth mouthfeel rounds out to a long finish.

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NAPA VALLEY SAUVIGNON BLANC

Clean, crisp, and refreshing, with complex layers of Meyer lemon, lime zest, and honeydew. Lively on the palate, the bright fruit is rounded by a generous body and mouthfeel. Bright citrus and mineral notes linger on the long, smooth finish.

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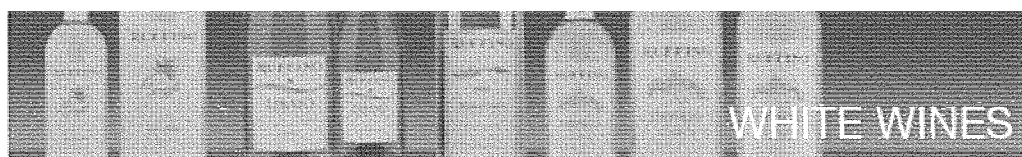
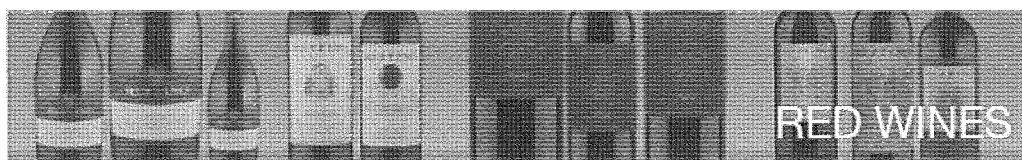
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Ruffino wines

Ruffino offers wines for any occasion.

The wines branded Ruffino are characterised by the fragrance of their bouquet and the pleasant softness of their taste. They are easy to drink, perfect for sharing with friends and family, ideal for matching with traditional Italian dishes.

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"Tasting a great wine is like experiencing a moment that has been frozen in time. It's all there—the vineyard, the weather, and the human element that took after harvest." —Steve Reeder, Simi Winemaker

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CRACK THE CAP!

For fresher, purer flavors, we've changed to a Stelvin closure on our Sauvignon Blanc.

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Our wine club makes it easy for you to enjoy our wines at home.

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MEET OUR WINEMAKER

Steve Reeder has been at the helm of Simi winemaking for almost a decade now.

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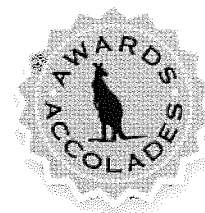
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Alice White wines come from outstanding vineyards in South Eastern Australia, an expansive, sun-bathed winegrowing region responsible for many of the world's finest wines. The long, warm days, mellow evenings and ideal soils of this fertile wine region yield optimally ripened grapes full of the rich, bold flavors that are Alice's trademark.

American wine lovers have enthusiastically embraced the deliciousness, accessibility and affordability of Alice White wines since they were first introduced in the U.S. in 1996. With Alice White, adventurous wine drinkers everywhere can explore the exciting world of Australian wines and enjoy an unmatched blend of quality and value. We invite you to kick back, relax and **"Have a Glass with Alice."**



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Cook's

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fizz
fact:

Champagne
goes with
more than
just caviar

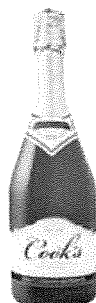
The light taste
and long finish of
champagne make
it a delicious pairing
with surprising foods
like French fries, sushi,
and fried calamari.

[Brut Grand Reserve](#) [Brut](#) [Extra Dry](#) [Sparkling Sweet Rose](#) [Spumante](#)
[Sparkling Moscato](#) [Pop Glossary](#)

All the delicious ways to pop

Cook's has a style for everyone, from crisp and dry to fruity and refreshing.

Rollover the icons to find your style:



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Cook's Brut Grand Reserve California Champagne

A complex profile due in part to a special dosage of Brandy that emphasizes vanilla and toasty yeast. This blends with a pleasant fruit and mild floral character to provide a harmonious bouquet.

Sizes available: 750ml.



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Cook's Brut California Champagne

Medium-dry with crisp fruit flavors. The aromas of apple and pear are balanced with a bouquet of toasty yeast notes and floral nuances.

Sizes available: 750ml, 1.5L, 187ml.

Cook's Extra Dry California Champagne

Semi-dry, with crisp fruit flavors, complexity, and a long, smooth finish. The aromas of apple and pear are balanced with a bouquet of toasty yeast notes and floral nuances.

Sizes available: 750ml, 1.5L, 187ml.

When Steve Reeder and Dave Matthews first met, they realized they had a few things in common, like a passion for making wine at least as strong as their passion for drinking it.

They set out into wine country, looking for a way to make quality wines accessible to everyone. Along the way, they found inspiration in the down-to-earth characters and unforgettable flavors that give the region its rare kind of charm.



The Fruits of Our Labor

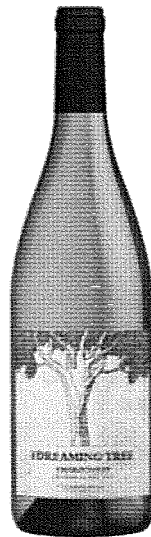
At Dreaming Tree, we think the best vintage is pretty much right now and the best pairing is your favorite people. Hey, there's nothing wrong with collecting wine, but isn't it more fun to drink instead?



(North Coast)



[Download Crush](#) tasting notes



(Central Coast)



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(North Coast)

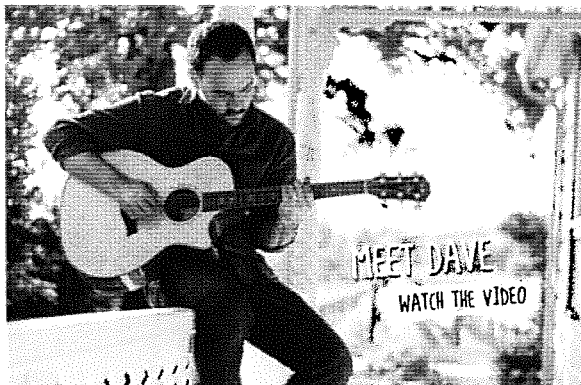


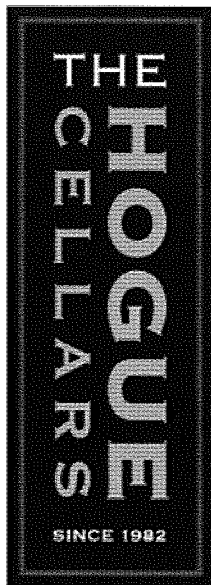
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Natural corks from sustainable farms

The Co-Conspirators





THE HOGUE CELLARS™, founded in 1982

by Mike and Gary Hogue, is located in Eastern Washington's Columbia Valley, the premiere grape growing region of the state. The climate and soils of the Columbia Valley produce grapes with intense fruit flavors and high natural acidity. The wines have a liveliness and ripe, zesty fruit flavors that make them ideal complements to a wide range of food.

FEATURE

The Hogue Cellars Releases Groundbreaking Screw cap Research

Hogue Cellars announced the results of groundbreaking research conducted between 2005 and 2010 that confirmed Saranex-lined screw caps as the ideal closure for preserving and aging Hogue Cellars wines. More information on the full study can be found [here](#).

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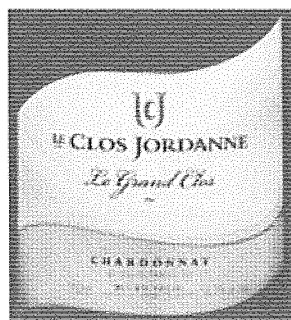
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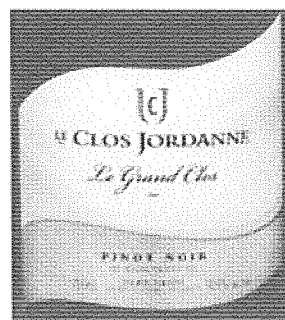
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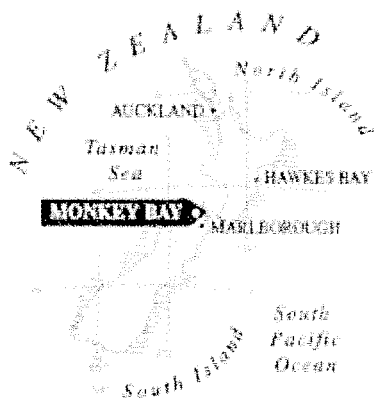
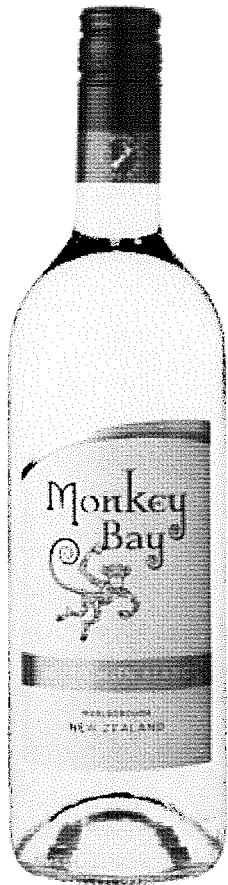
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Kia Ora and Welcome

Clean air, pristine waters, and a maritime climate with generous amounts of sunshine make New Zealand an exceptional winegrowing country. Travel to Marlborough where our Sauvignon Blanc grapes thrive, and share a bottle of our crisp zesty Sauvignon Blanc that embodies the best of New Zealand, paired with some delicious cuisine.

Marlborough is now recognised as one of the great wine-growing regions of the world. There is simply no other place that can create a Sauvignon Blanc as clean, fresh and bursting with zesty flavours.

Nobilo bottles the best this region has to offer, with two award winning ranges – [Nobilo Regional Collection](#) and [Nobilo Icon](#)

How do you say classic NZ Sauvignon Blanc? “*Nob-Eh-Lo*”

Latest News and Reviews

[Nobilo Icon Pinot Noir 2009 is a joy to drink](#)

Nobilo's sauvignon blanc is widely considered a well-made and reliable wine. Less familiar is its pinot noir, but it's worth seeking out. The 2009 Nobilo Icon Pinot Noir (Marlborough, New Zealand, \$22) is a joy to drink, and a good example of pinot in New Zealand. ..

[Nobilo Sauvignon Blanc awarded 91 points](#)

Nobilo Regional Collection Sauvignon Blanc 2010 received 91 points and a Great Value distinction at the 2011 Ultimate Wine Challenge held in New York City on May 2. ..

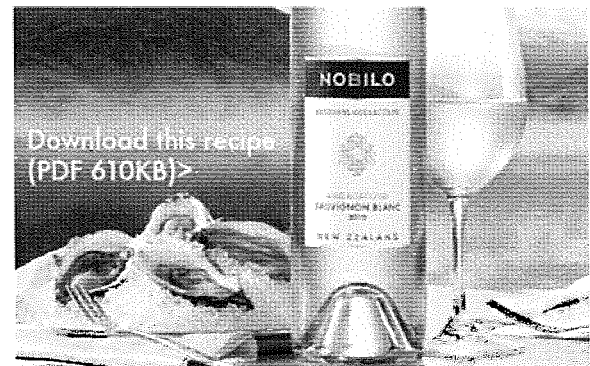
[2011 Nobilo Vintage Report](#)

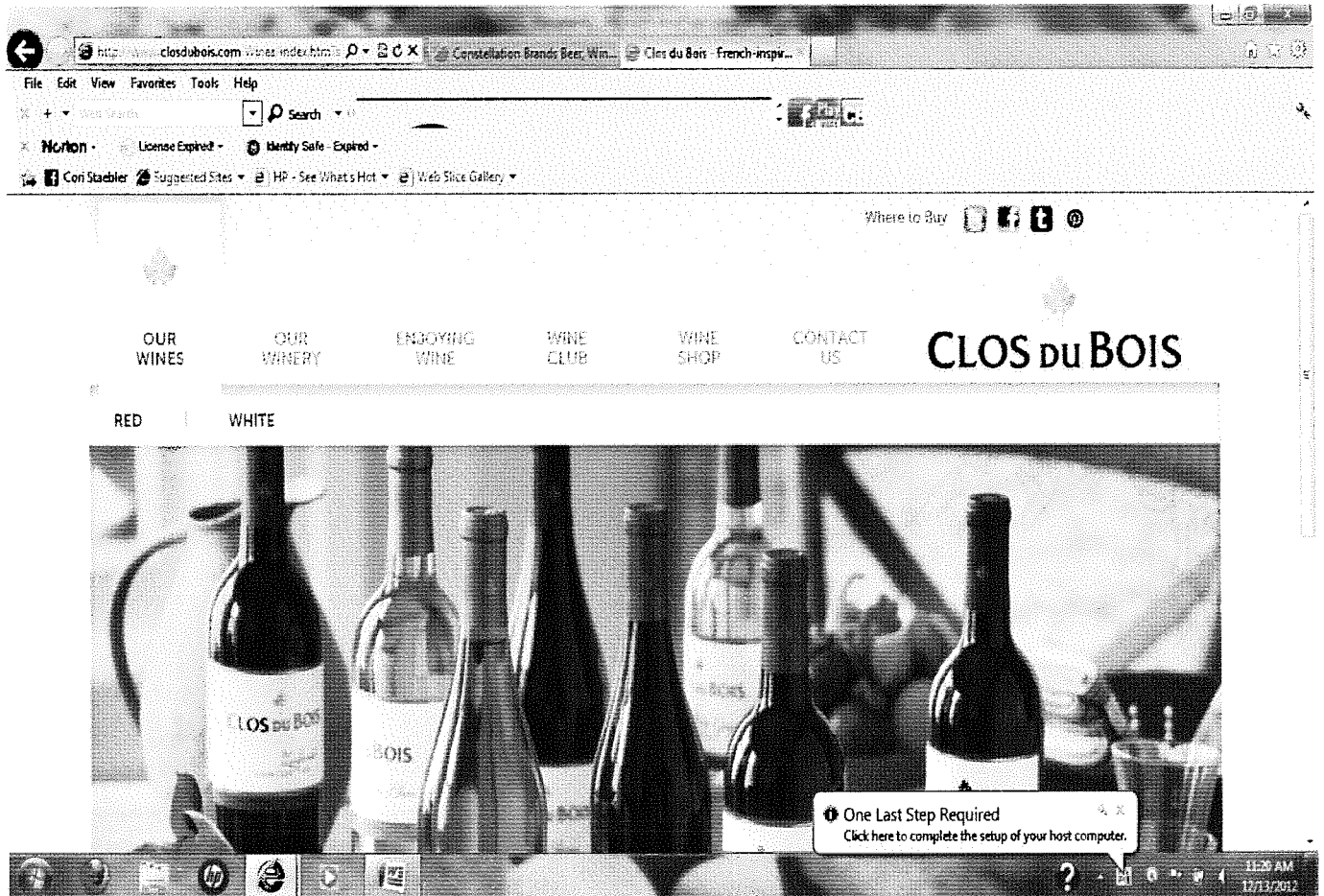
Learn more about Nobilo's 2011 New Zealand harvest. [Click here to download the 2011 Vintage Report PDF \(1.8mb\)](#)

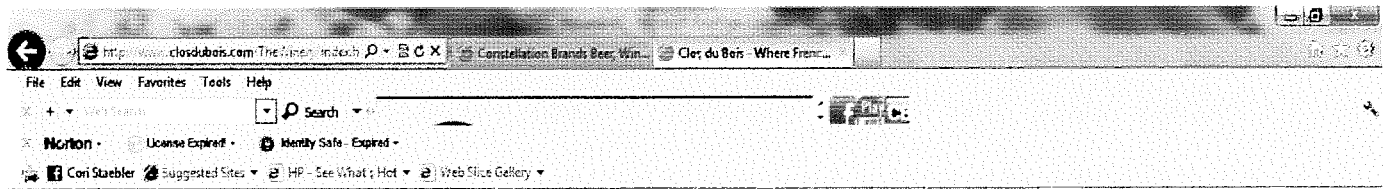
Food matching with Nobilo



Oysters and NobiloPerfect







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Where French inspiration nurtures our California roots

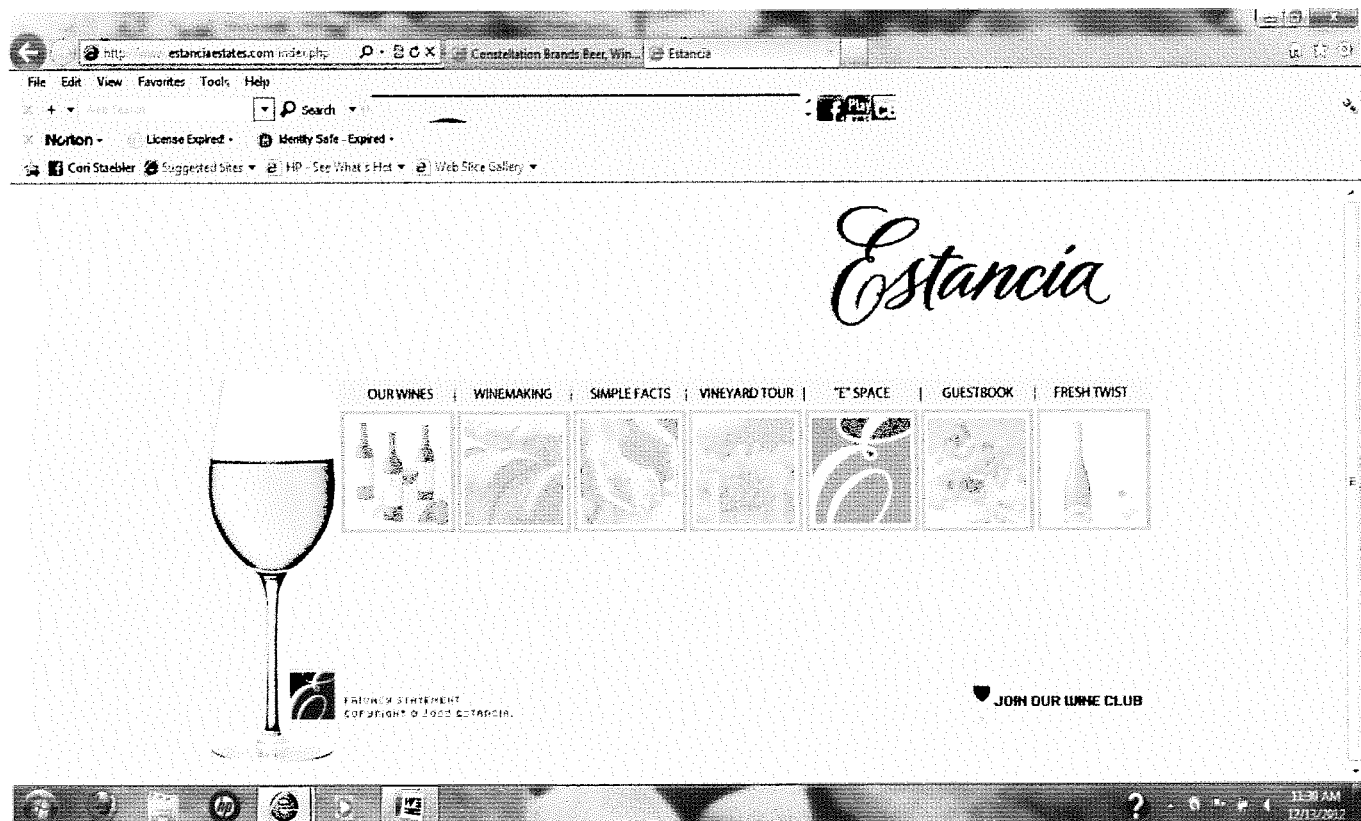
With its incredibly diverse soil and winemaking paradise of microclimates, Sonoma County has provided a breathtakingly beautiful home for our boutique approach to winemaking for over 35 years.

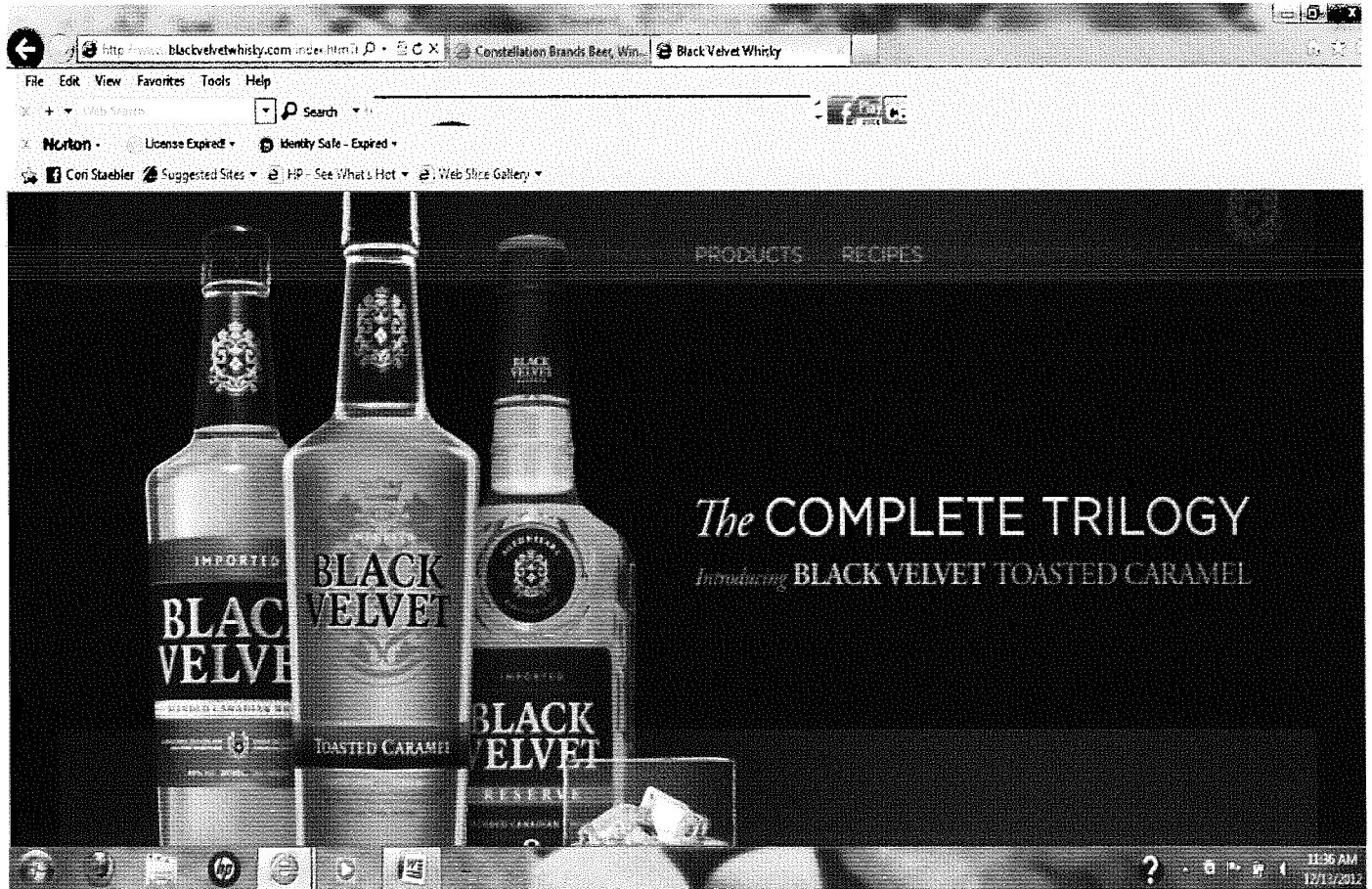
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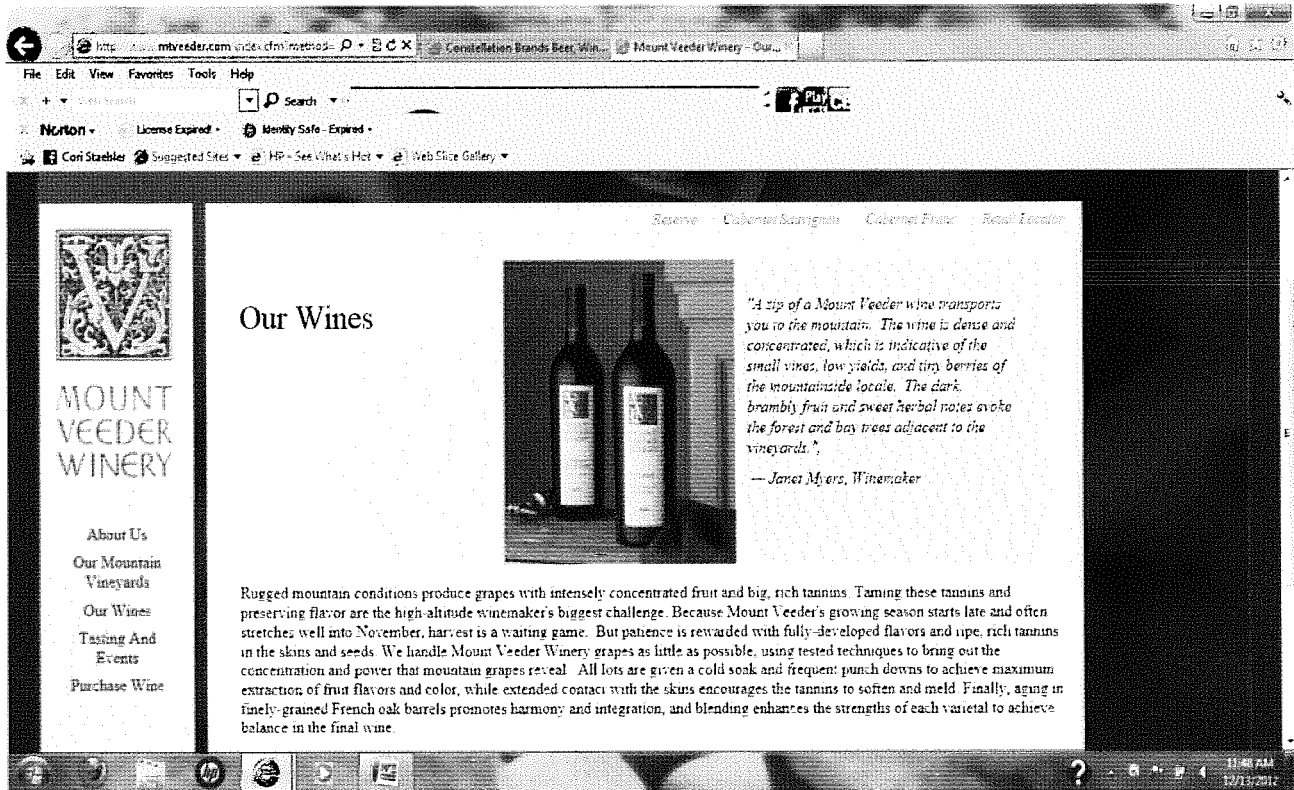


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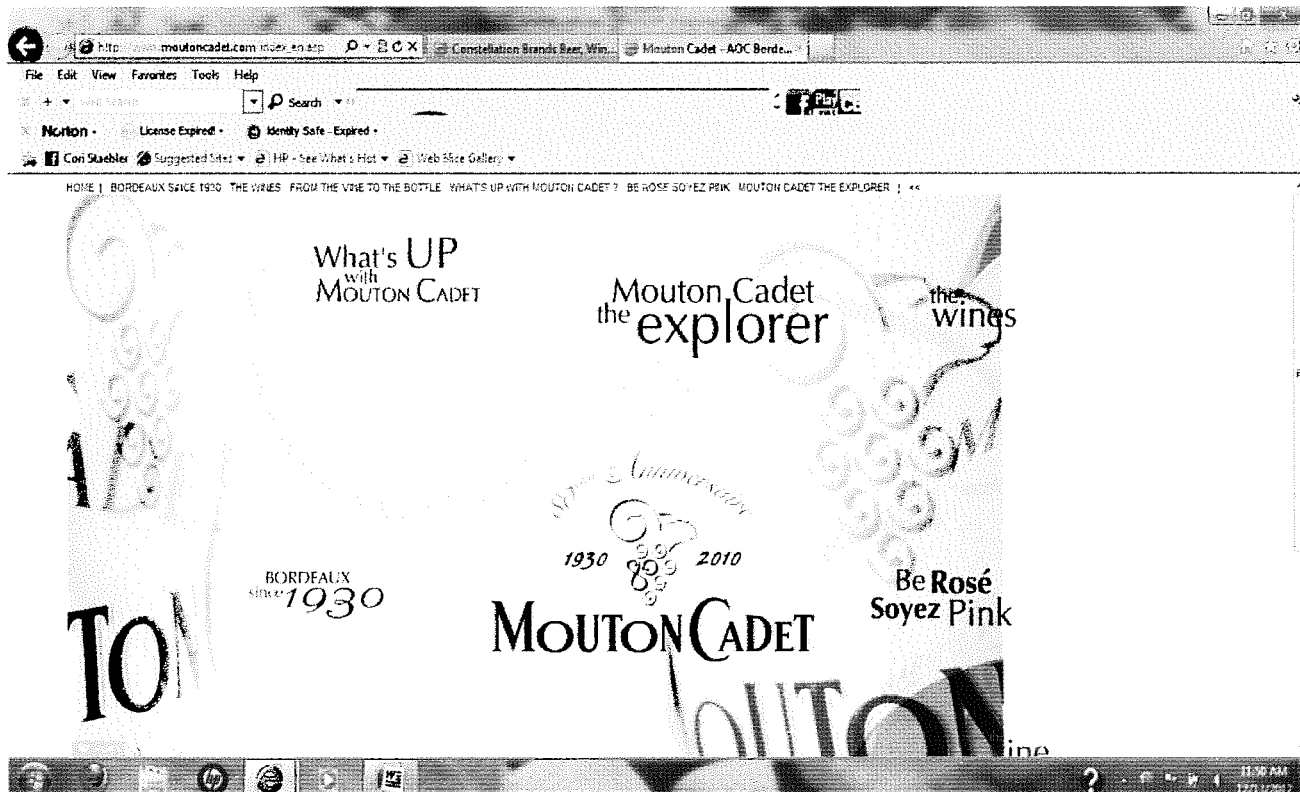
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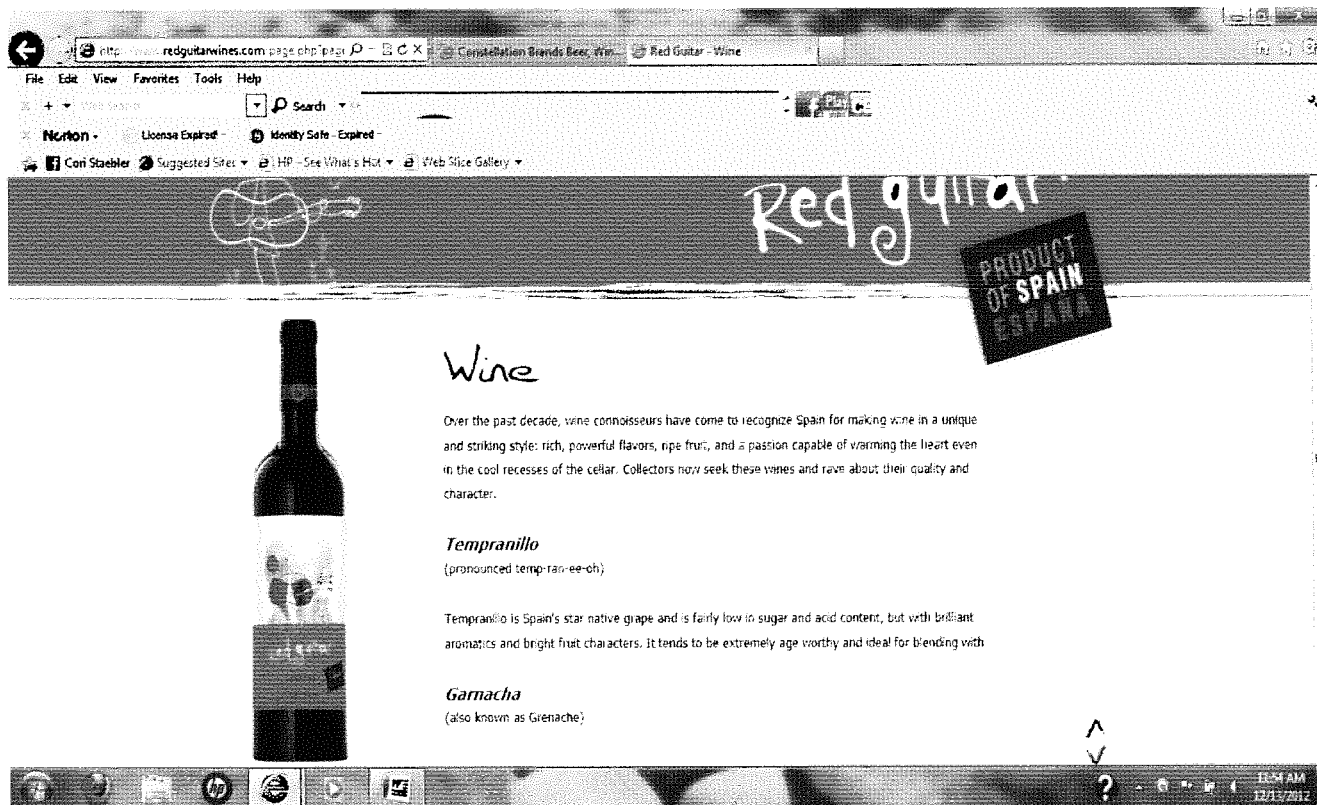


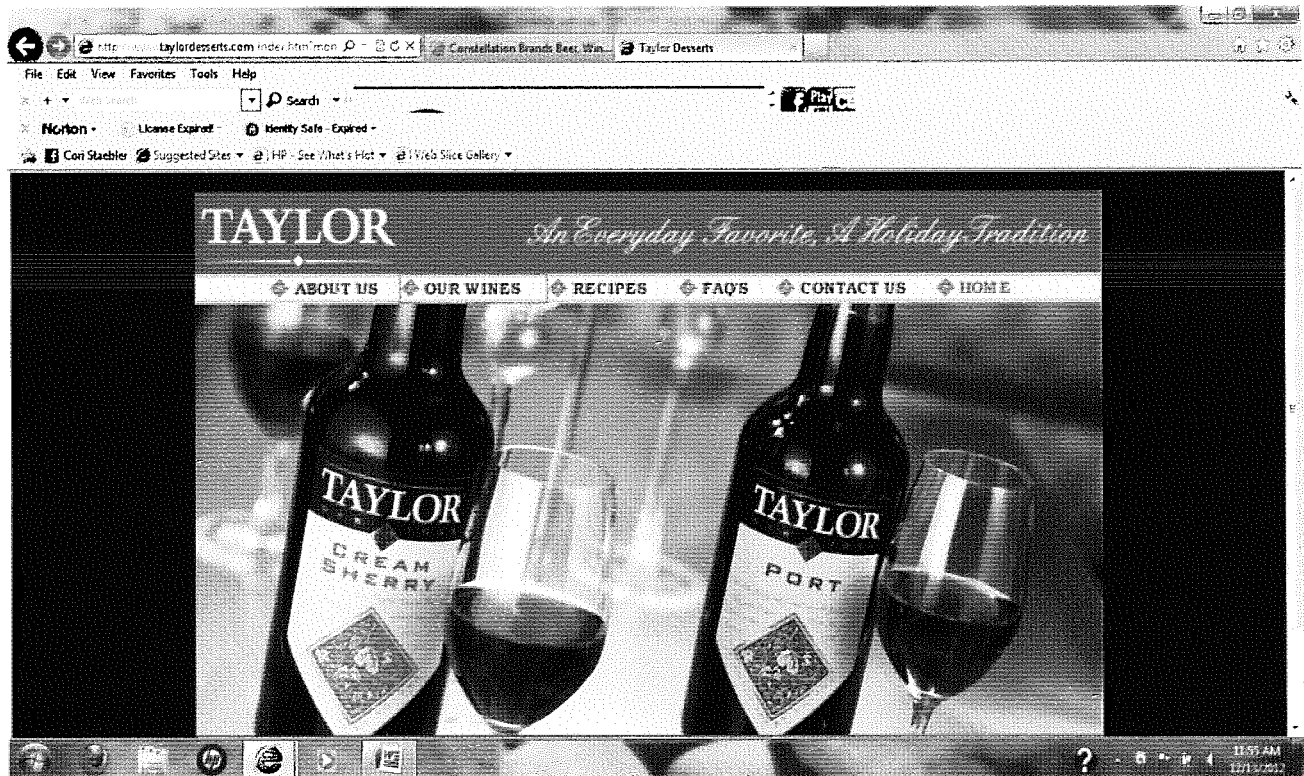
"A sip of a Mount Veeder wine transports you to the mountain. The wine is dense and concentrated, which is indicative of the small vines, low yields, and tiny berries of the mountainside locale. The dark, brambly fruit and sweet herbal notes evoke the forest and bay trees adjacent to the vineyards."

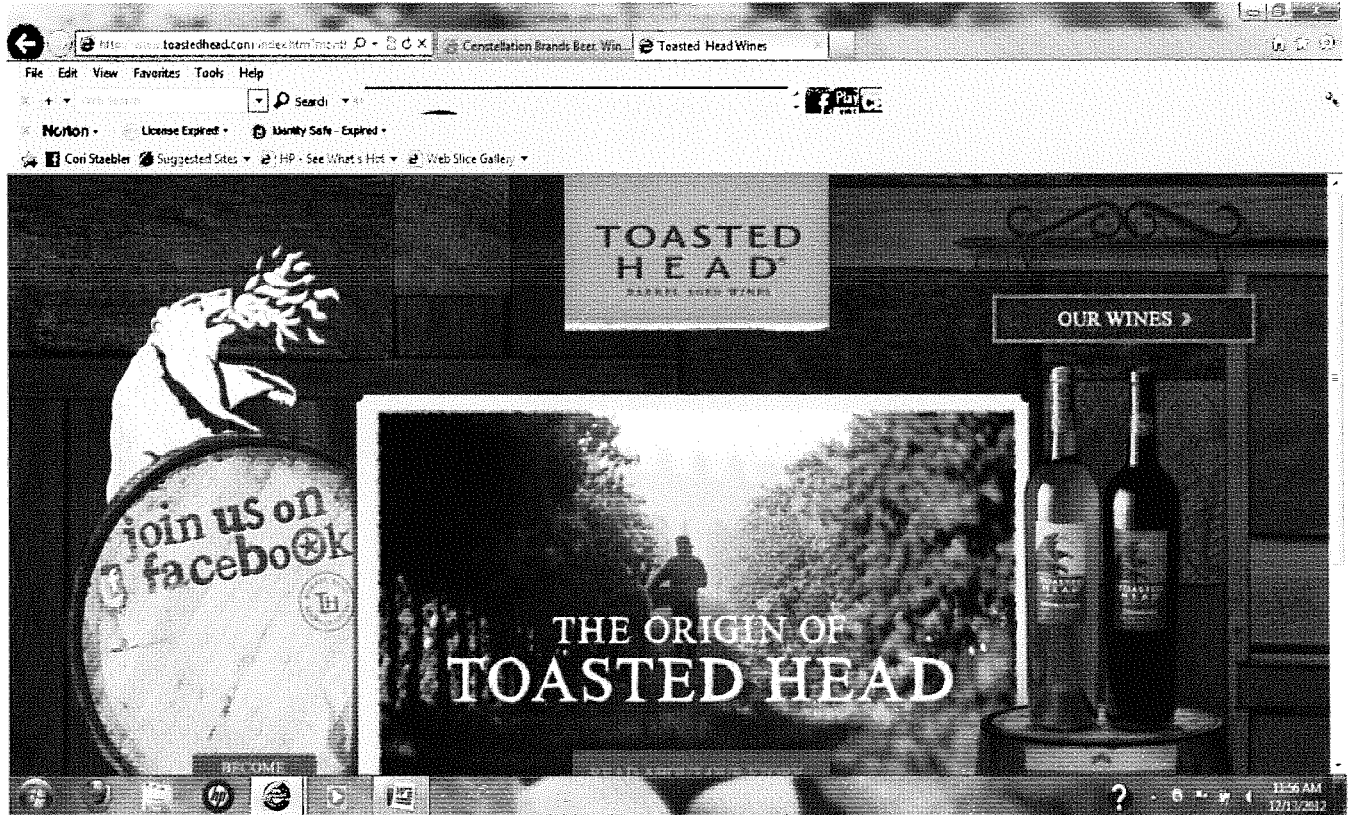
— Janet Myers, Winemaker

Rugged mountain conditions produce grapes with intensely concentrated fruit and big, rich tannins. Taming these tannins and preserving flavor are the high altitude winemaker's biggest challenge. Because Mount Veeder's growing season starts late and often stretches well into November, harvest is a waiting game. But patience is rewarded with fully-developed flavors and ripe, rich tannins in the skins and seeds. We handle Mount Veeder Winery grapes as little as possible, using tested techniques to bring out the concentration and power that mountain grapes reveal. All lots are given a cold soak and frequent punch downs to achieve maximum extraction of fruit flavors and color, while extended contact with the skins encourages the tannins to soften and meld. Finally, aging in finely-grained French oak barrels promotes harmony and integration, and blending enhances the strengths of each varietal to achieve balance in the final wine.

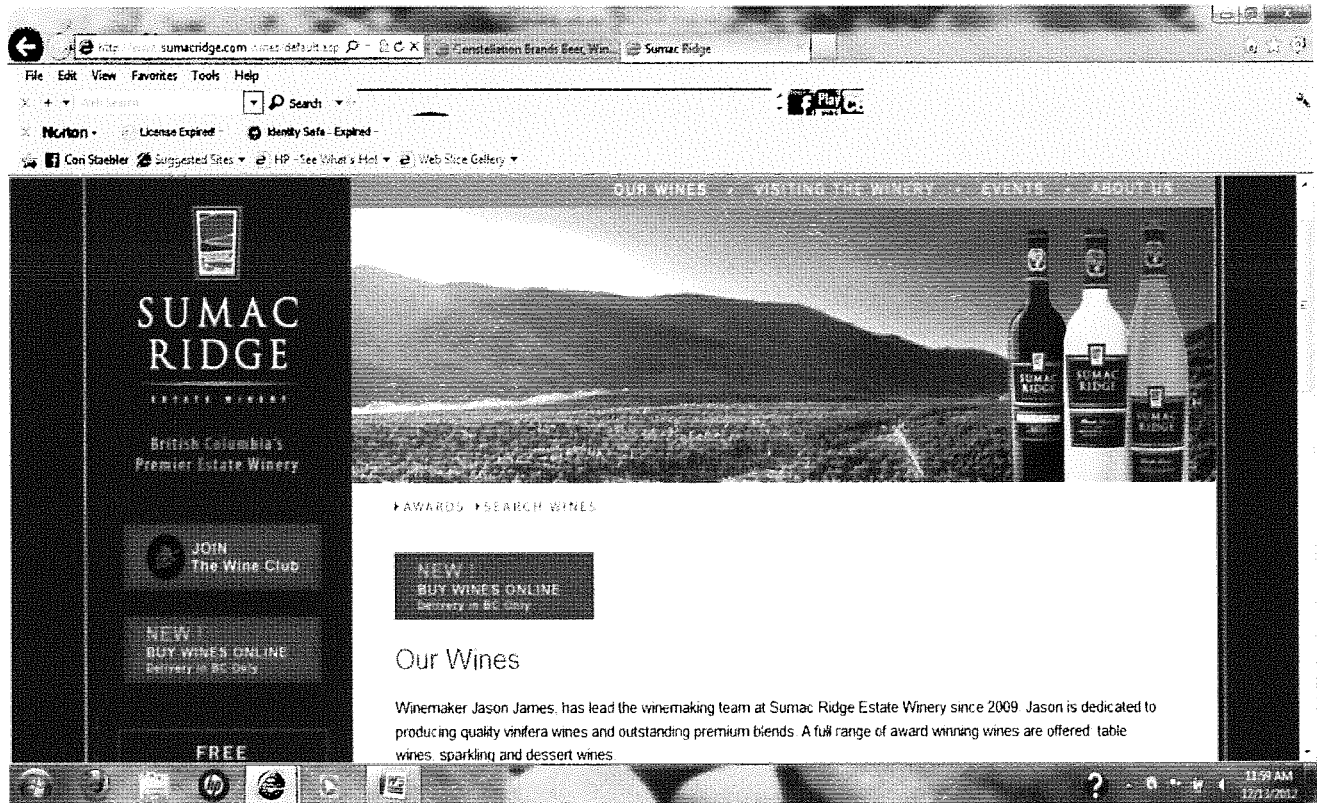


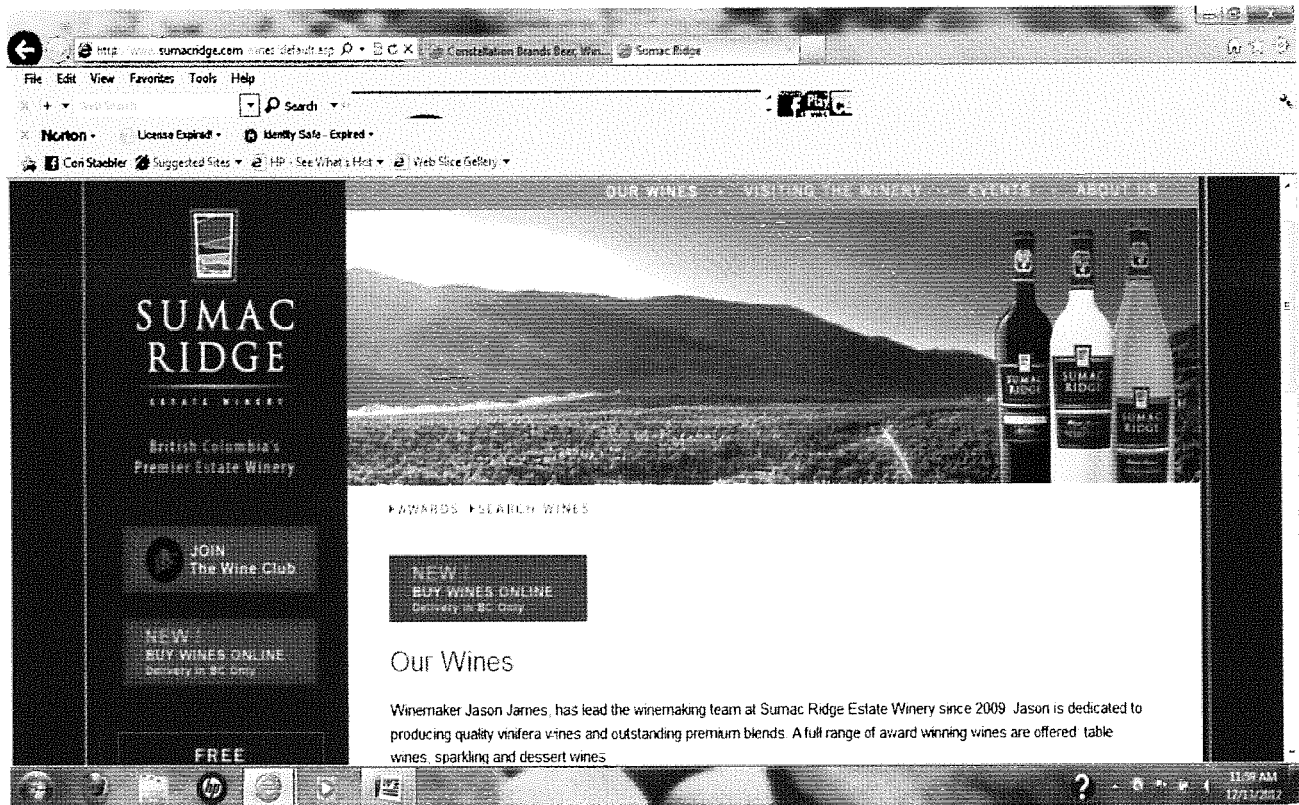








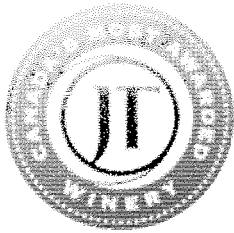




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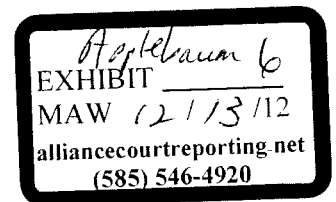
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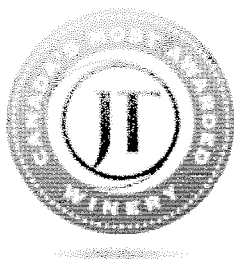


**2008 Proprietors' Grand Reserve *Cabernet Franc*
Icewine 375ml**

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Our Wines

Every bottle of Jackson-Triggs has been crafted to pair with the many foods, moments, and emotions in our lives. Our name represents a long-standing tradition of producing premium wines from Canada and around the world, it is your guarantee of outstanding quality and an uncompromising commitment to making great wine.

Canada's Most Awarded Winery - SEE OUR AWARDS

Niagara Estate Collections

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Proprietors' Selection

Reserve Series

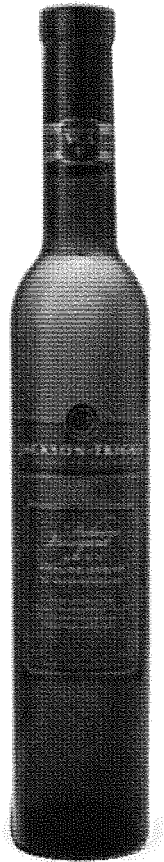
Silver Series

Gold Series & Delaine Vineyard

Niagara Estate Varietals

Red

- [Merlot](#)
- [Cabernet Franc](#)
- [Cabernet Sauvignon](#)



2007 Delaine *Riesling Icewine*

The Delaine Vineyard embodies the distinct terroir of the Niagara Peninsula. This wine is luminous gold with a rich viscosity enhanced by intense aromas of spiced orange marmalade, custard cream, and ginger. The luscious texture is poised with a bright acidity and offers a lingering, complex finish.



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Niagara Estate Varietals

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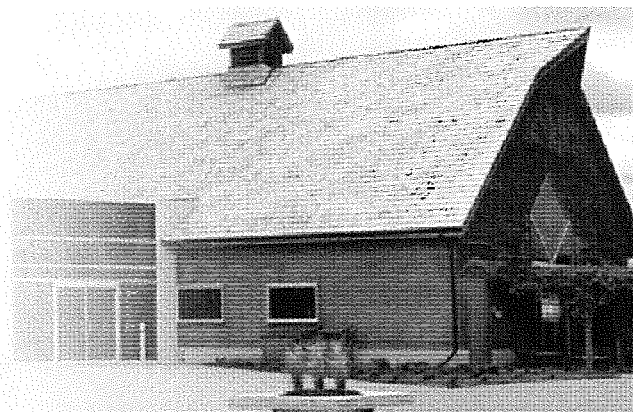
TABLE WINE

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Inniskillin Table Wine

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As Canada's premier estate winery, Inniskillin is celebrated as a vital forerunner and innovator in crafting premium wines from the Niagara Peninsula and the Okanagan Valley that are exemplary of each unique regional terroir and its prime varietals. From the Riesling, Pinot Noir and Chardonnay of Niagara to the Zinfandel, Cabernet Sauvignon and Pinot Blanc of the Okanagan — Inniskillin's award-winning vintages have helped to establish a rightful place for Canadian wine at the global dinner table. Explore all Inniskillin table wines have to offer!

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World Class Icewines

Niagara
Okanagan
Experience Icewine
Icewine & Food
Awards & Accolades



"To Inniskillin goes the credit of creating the international market for Canadian Icewine."

Tony Aspler, Author, The Wine Atlas of Canada, Random House Canada, 2006

Though Icewine's roots can be traced to centuries old German winemakers, there is nothing more quintessentially Canadian than this luscious luxury bome of patience and sub zero bravura. Grapes are left on the vine well into the winter months to concentrate and intensify the flavours, as water content freezes, thaws and dehydrates in each precious Icewine grape.

Made in the Niagara Peninsula

Ideally suited to the Canadian winter season in both the Niagara Peninsula and the Okanagan Valley, the magical process of crafting Icewine is guided by nature — triggered by the snap of the wintry elements, the harvest can't begin until temperatures drop below minus eight degrees Celsius for a sustained period of time. There are rigorous specifications regulating the making of Icewine set out by Canada's quality control board, the VQA (Vintner's Quality Alliance). Artificial freezing of the grapes is strictly prohibited.

Extreme Winemaking

Once the extreme temperatures arrive, Icewine pickers arrive, often in the dead of night, to harvest the frozen clusters. The precious grapes are immediately pressed in the extreme cold to extract the luscious nectar. In this process, the water content in each grape remains frozen in crystals, leaving only a few coveted drops of concentrated, Intense liquid. Icewine yields are a mere 10-15% of an average table wine harvest. Slowly fermented over the coming months, this delicate nectar will eventually become Icewine.

Intense Flavours, Pure Varietal Character and Great Balance

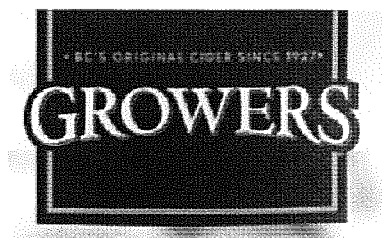
The finished Icewine is intense, sweet and sumptuous, yet balanced with brilliant acidity, creating a unique sensation on the palate. Renowned for fruit flavours ranging from mango to peach to lychees, Icewine is truly a natural wonder and extreme winemaking at its best, yielding the impressions of tropical tastes wrought from the frigid extremes of the icy Canadian winterscape.

Inniskillin is the World Leader in Icewine

Inniskillin Icewine is well renowned as the world leader in Icewine. It is sold in over 59 countries and is the #1 distributed wine in Global Travel Retail.

[Watch Icewine Video >>](#)

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GROWERS CIDER IS CANADA'S #1 CIDER!

Welcome to the home of the Growers Cider Company. Growers has been Canada's Cider since 1927. It contains 7% alcohol and is made with 100% all natural flavours. Perfect for any occasion, serve Growers over ice and you won't be disappointed.

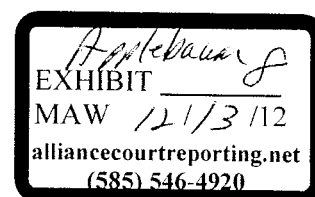
Since opening in 1927, the Growers Cider Company has remained entrenched in our beliefs to produce the highest quality and best tasting ciders that are second to none. The result is the original, naturally fermented cider that provides a refreshing and crisp fruit taste.

Today our motto is "Canada's #1 Cider." Growers Cider is available across the country and has become Canada's best selling cider. The Growers Cider Company is also a leader in flavour innovation. Through an extensive research process, we strive to bring you the latest and greatest, while still producing the staple flavours you have come to know and love.

Through our rich Canadian heritage and commitment to quality and integrity, we proudly carry this tradition forward.



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**ANNUAL SALES BY FISCAL YEAR
ESTANCIA – PINNACLES/PINNACLES RANCHES**

Year	Wholesale Sales in Dollars
FY 2001	\$20,468,000
FY 2002	\$23,306,000
FY 2003	\$26,316,000
FY 2004	\$25,843,000
FY 2005	\$26,058,000
FY 2006	\$27,320,738
FY 2007	\$30,072,050
FY 2008	\$32,025,294
FY 2009	\$41,676,834
FY 2010	\$34,619,050
FY 2011	\$32,469,284
FY 2012	\$27,708,245
FY 2013	\$17,131,564
(to date)	

